SOUTHERN AUTOMOTIVE OURNAL





Seen - and Remembered - BY YOUR CUSTOMERS

The most popular types of Perfect Circle piston rings have been and will be seen by millions of readers in leading national magazines. Hundreds—perhaps thousands—of this vast audience are your customers—motor-wise car owners who demand the best for their engines. And now, as always, the best in piston rings means Perfect Circles!

Perfect Circles end excessive oil pumping

completely, while protecting cylinder walls with just the right amount of oil for perfect lubrication. They stop oil pumping, increase power, save gas and oil. No wonder Doctors of Motors everywhere actively endorse Perfect Circles by installing millions every year!

Perfect Circle GX Steel Oil Ring, as seen in THE SATURDAY EVENING POST, COUNTRY GENTLE-MAN, AND POPULAR MECHANICS.

Perfect Circle

THE MOST HONORED NAME IN PISTON RINGS



WISE BUY



Sure, it's a "Wise Buy"...for you and your customers! Make your work easier by tuning up engines "Chemically" before you tune up "Mechanically". Also sell Permatex Toon-Oyl to your customers for increased engine power and protection against excessive wear.

PERMATEX COMPANY, INC., BROOKLYN 29, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

CHEVROLET More Millions More Millions More Millions



More and better trucks in owners' hands mean more and better

REPEAT SALES



More and better cars in owners' hands mean more and better

REPEAT SALES





More millions of cars and trucks on the road mean a larger volume of

SERVICE BUSINESS

More millions of cars and trucks on the road mean a larger volume of

PARTS AND ACCESSORIES BUSINESS

You're FIRST with Chevrolet

of Customers of Friends...

and consequently

More Repeat Business

year after year!

Yes, you're first with Chevrolet, America's finest franchise, for many reasons, including the splendid spirit of cooperation which has always prevailed between the Chevrolet Motor Division and Chevrolet dealers.

And one of the most important reasons of all is the fact that Chevrolet quality and value have won such overwhelming favor among the American public, over such a long period, that there are more Chevrolet cars and trucks in use today than any other make.

That means more millions of customers, more millions of friends, and more new as well as repeat business for Chevrolet dealers, year after year. For Chevrolet owners are the most loyal car-owner group in America and buy Chevrolets again and again, according to a recent independent nationwide survey.

Naturally, Chevrolet designers, engineers and production experts, as well as Chevrolet dealers, will continue to do everything in their power to widen and increase America's preference for Chevrolet, in the future as they have done in the past!

CHEVROLET MOTOR DIVISON, General Motors Corporation, DETROIT 2, MICHIGAN

America's FINEST Franchise!

"THEY NEVER MISS ..!"

by Gum

ALL WINTER LONG THE AIR COMPRESSER RUNS LIKE A WATCH, PURRS LIKE A KITTEN, AND CARRIES MORE PRESSURE THAN NIAGARA ...



BUT COMES SUMMER, AND THE TOURIST TRADE STARTS ROLLING IN ... WOT HOPPENS? THEN IT CURLS UP ITS TOES AND GOES DEAD!



For year 'round action... Prest-o-lite

Look How You Build Volume and Profit

- ★ SENSATIONAL NI-LEVEL—needs water only 3 times a year.* 70% longer average life in tests conducted according to S.A.E. Life Cycle Standards.
- ★ COLOR PAGES IN NATIONAL MAGAZINES—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- ★ OUTSTANDING DEALER PROGRAM—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.

Drest-o-lite

... needs water only 3 times a year

"In normal car us

FREE ...! Cartoon Book

Write for your copy today!



"Big Brute" shown above makes that set of Duals (weighing 850 lbs.) from 70-passenger bus look small

... our New VAN NORMAN BIG Brute

Here's the fastest and biggest machine you've ever seen! "Big Brute" turns and grinds 5" drums in 2 minutes . . . 75% faster than an ordinary heavy-duty lathe. What's more, the finish is out of this world . . . and the price is right! Get a "Big Brute" now for those

truck, bus and airplane drums, and give the fastest service and the finest job in town. Drum shown is 14" wide by 11" deep. "Big Brute" has 15" travel. See your jobber or write Van Norman.

VAN HORMAN COMPANY, SPRINGFIELD 7, MASSACHUSETTS

The Best-Equipped Shop Gets the Business!

<u>"It Pays to Van Normanize"</u>



WINNING COMBINATIONS

YOU and UNITED MOTORS LINES

It's easy to understand why you form a winning combination when you team up with United Motors. The parts and products in the United Motors lines are original equipment on the nation's leading makes of cars, trucks and buses . . . assure you of more business from these millions of vehicles. Also, as a United Motors dealer, you receive the sound merchandising support and parts and service information—on old-model as well as current-model vehicles—that mean extra business and increased profits for you. So get full information on this winning combination now. Talk to your local United Motors distributor, or write directly to us.

UNITED MOTORS SERVICE

Division of General Motors Corporation General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
NEW DEPARTURE
Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting,
Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes





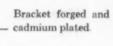


MACES A PART TO IDO A BETTER JOB THAN THE ONE IT REPLACES

Here is the answer to a real service problem on 1949-50 Ford automobiles. The Moog Idler Arm Bracket No. 808, eliminates looseness, noise and helps stabilize the front end. Much greater strength at threaded portion. Easy to install.

No. 808 IDLER ARM BRACKET

for FORD 1949-50



Forging split so that bushing can be locked in place by heat treated nickel steel clamp bolt.

MOOG COIL ACTION PARTS

EVERY 1949-50 FORD OWNER A PROSPECT



MOOG INDUSTRIES, INC. ST. LOUIS 14, MO.

MOOG COIL ACTION PARTS CO MOOG PISTON RING COMPANY ST. LOUIS SPRING COMPANY



Mooc A DEED NAME OF 1950 M. L. I.

Everything you need for



Ważne Corporation

LOCKHEED HYDRAULIC
BRAKE PARTS and
FLUID - NOROL
COMAX BRAKE LINING
AIR BRAKES - TACHOGRAPHS
ELECTRIC MOTORS - TRANSFORMERS
INDUSTRIAL CRAME BRIDGE BRAKES

better brake service...

ALL* from ONE SOURCE!



...your Wagner Automotive Jobber

You can give your customers faster, more efficient service on brake systems by standardizing on genuine Wagner brake service products. This top quality line includes Wagner Lockheed Hydraulic Brake Parts and Fluid, and Wagner CoMaX Brake Lining.

*Wagner Lockheed Hydraulic Brake Fluid is an all-season fluid that functions perfectly under all driving temperatures. It amply lubricates the brake system and maintains its chemical characteristics after long use. Wagner Lockheed Brake Fluid mixes with all other approved fluids and is recommended for all hydraulic brakes. It surpasses S. A. E. standards.

See Genuine Wagner Lockheed Hydraulic Brake Parts assure top performance and long service life. Only Wagner offers 696 different types of brake cylinders from one dependable source to meet all brake requirements. Wagner parts are available in factory-sealed kits, as individual parts, and as completely assembled cylinders.

*For more quick, safe, smooth stops, reline with Wagner CoMaX Brake Lining. A non-compressible, long-lived lining of uniform texture for smooth, quiet performance under the most severe braking conditions. Available in sets, rolls, blocks, slabs and cut segments to meet all car, truck, tractor and bus requirements.

You can depend on WAGNER QUALITY because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. For complete details, see your nearest Wagner Jobber or write us.

Wagner Electric Corporation

6400 PLYMOUTH AVE., ST. LOUIS 14, MO.



WRITE FOR FREE COPY
OF CATALOG AU-500—
covering all Wagner
Automotive Service
Products.

Wagner Electric Corporation 6362 Plymouth Ave., St. Louis 14, Mo.

Please send me free copy of Wagner Catalog AU-500.

NAME.

ADDRESS

CITY

ZONE STATE

Delco Brake Fluids Exceed S.A.E. Specifications





Delco Super 9 and Delco Super 11 exceed their respective SAE brake fluid specifications—the accepted standards of quality and safety in the automotive industry.

Delco brake fluids contribute to better braking performance... to greater safety on the highways. Assure your customers of an extra margin of safety with Delco Super 9 or Delco Super 11.



DELCO BRAKE—A UNITED MOTORS LINE Available Everywhere Through UNITED MOTORS DISTRIBUTORS

Delco

SUPER 9 AND SUPER 11 BRAKE FLUID . DECLENE . BRAKE PARTS
STANDARD FOR EQUIPMENT . THE STANDARD FOR REPLACEMENT

MORAINE PRODUCTS DIVISION OF GENERAL MOTORS

He can beat "Flat-Rate" time with

KENT-MOORE





YOURS FOR THE ASKING! NEW 1950 KENT-MOORE SPECIAL TOOL GUIDE!

68 fact-filled pages! Describes and illustrates the entire line of Kent-Moore Special Service Tools covering nine leading makes of cars through 1950 models. Gives essential application data... classifies tools by type of service, lists adaptations of each by car make and model. Contains complete, convenient price information. And it's absolutely FREE... yours for the asking without obligation. So send for your copy today!

service methods . . . save plenty of time in getting work done right. For you see, Kent-Moore Tools are truly "special." Special in that they are developed in close cooperation with major automobile manufacturers to meet essential service requirements. Special because each one is designed to perform a specific service operation for which no adequate standard tool exists. And special, too, because each tool in the Kent-Moore line is built to do its particular job

Tools can do a lot to improve efficiency in your shop. They eliminate the losses that are frequently caused by improvised makeshift

No wonder, then, that on a great many important repair operations, you'll find manufacturers' "flat-rate" standards based upon the use of Kent-Moore Special Service Tools.

right . . . better, faster, easier . . . with an assured profit for you and

at a reasonable cost to your customers.

Kent-Moore

ORGANIZATION, INC.

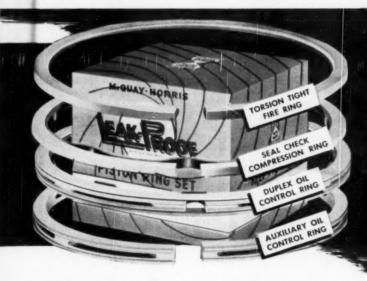
GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN
Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast



PHOSALLOY-

made by

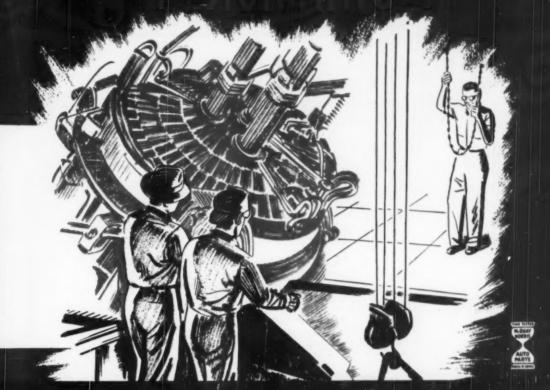
EAK-ROOF PISTON RINGS



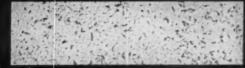
Modern design, finer workmanship and Phosalloy make LEAK-PROOF Piston Rings better. Eliminate comebacks; install only LEAK-PROOF Piston Rings and get the job done right. They're guaranteed, and they're priced right for profit.



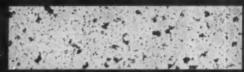
STILL ANOTHER REASON WHY GUARANTEED



PHOSALLOY—the finest piston ring material available is produced only in an electric furnace. It contains a high percentage of phosphorus, which is one of the best heat resisting metals known. This iron can be produced only in an electric furnace, where the temperature and ingredients in the mix can be kept constant.



Microphotograph of a section of Phosolicy showing the finely divided graphite.



Microphotograph of ordinary piston ring from showing the large sections of graphite in long flakes.

McQUAY-NORRIS MANUFACTURING CO. . ST. LOUIS 10, MO.

EAK-ROOF PISTON RINGS ARE BETTER

"who makes it"

makes the difference



Not even the experts can tell - just by looking - how good an engine bearing is, or how it will stand up.

The final buyer can't be expected to know the difference between good and bad bearings. He looks to the service garage; the garage looks to the jobber, the jobber to the distributor, the distributor to the factory.

How are you to know you are getting the best? Your only protection is the name and reputation of the maker. Yes-"who makes it" makes the difference.



Suppliers of original equipment and replacement bearings for 25 years.

michigan Hi-Therm

engine bearings

DETROIT ALUMINUM AND BRASS CORPORATION . DETROIT 11, MICHIGAN



Yes, in 5 minutes you can send a letter that will promptly bring you the facts and figures on the Dodge Triple-Profit Agreement.

Check these advantages now:

- ★ Year in, year out, Dodge dealers are among the "top 3" for number of vehicles sold.
- \bigstar 80% of all new car buyers are Dodge or Plymouth prospects.
- ★ 100% of all truck needs are met by Dodge "Job-Rated" trucks.
- ★ Almost 1 in every 5 registered vehicles is a member of the Dodge-Plymouth "family"—a huge market for steady, profitable service business.
- ★ Dodge dealers enjoy one of the most favorable used car positions in the industry.
- ★ Dodge dealers are backed by intensive national and local advertising and friendly "factory-dealer teamwork."

Get the complete facts on this unique Triple-Profit Dealer Agreement. Write now.

DODGE • PLYMOUTH • DODGE "Job-Rated" TRUCKS

DODGE DIVISION, CHRYSLER CORPORATION . . 7900 JOS. CAMPAU, DETROIT 11, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

Best of the Bunch-





WHEEL WEIGHTS



The wheel weight that lives up to its name

"U" TYPE—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs. "C" TYPE—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims ""SPECIAL" TYPE— Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



PERFECT EQUIPMENT CORP.
804 W. Mergan St. KOKOMO. IND. P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars





NO WHEEL COVER-

ANYWHERE - CAN MATCH THIS NEW LYON MASTERPIECE

FOR LOOKS, CONSTRUCTION OR LOW PRICE!

Never in after-market history have you had a chance to sell a wheel cover as beautiful as this at a price so low. It is probably the biggest bargain and the most effective profit producer of its kind you've ever been offered. Made by Lyon—world leader in the field—it is quality merchandise that will retain its beauty for years and years. It is all stainless steel and features the exclusive and patented Lyon method of attachment to the wheel rim. And the distinctive center crest is just as pictured, rich, color-

ful, appealing. Order this new Lyon stainless steel masterpiece now!

Made under one or mare of following potents 1.948,773 — Rt 19,467 — Rt 21,059 — 2,199,890. Other patents penaing.

The biggest selling wheel accessory in after market history!



LYON ALL-METAL WHITEWALL

Model No. 1 Fits Following Cars

Chevrolet	1939-48
Dodge	1937-47
Ford	1940-49
Lincoln	3940
Mercury	1940
Nash	1939-47
Plymouth Studehaker Champins	1937-47
Studebaker Champion	1373-46

Model No. 2 Fits Following Cars

Burek	1938.41
Chrysier	1937-42
DwSola	1938-42
Hudson	1936-47
Mercury	1941
Oldamobile	1939-48
Postiac	1939-48

Lyon Whitewalls for 16" wheels will not fit cars equipped with hub caps that are more than 11%" in diameter.

Model No. 3 For 15" Wheels Fits Following Cars

BUICK	80 1938-39-4U-41
Blunck	70-1938-39-40-41
Busch	AU-1950
Chevrolet	AH-1948-50
Chrysler	C-26-27-1940
Chrysler	C-30-33-1941
Chrysler	C-36-1942
Chrysler	C-38-39-1946-47-48
DeSolo	S11 & 7P-1946-47
DeSoto	All-1948
Dodge	7P-1946
Dodge	AII-1948
Ford	AII-1950
Frazor	All-1946-50
Hudson	AH-1946-50
Kaiser	All-1946-50
Mercury	AN-1942-48
Nash	80-1940
	Ambassador-1946-50
Oldsmobil	
Oldsmobil	
	Six-1900 Series-1941
	Six-2000-2100-1942-47
Packard	All-1948-50
Plymouth	
Pontiac	All-1950
	er Champion 1947 - 48 - 50
Willys	Station Wagon-1946-50

Lyon Whitewalls for 15" wheels will not fit cars equipped with hub caps that are more than 11" in

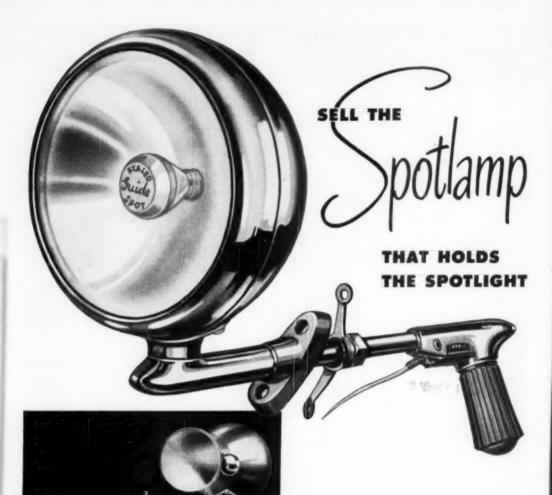
This wheel accessory can safely be called the most successful wheel accessory in after-market history! Millions of sets have been sold. There still are millions more cars, equipped with nothing more than hub caps, for your market. Easy to stock because three models fit nearly all 15 inch and 16 inch wheels, easy to install and clean, and priced where any car owner can buy them, Lyon all-metal Whitewalls have earned a place in every automotive accessory program!

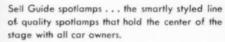
MANUFACTURED UNDER PATENT NUMBERS 2,386,233 — 2,431,699 — Des. 140,205 and others pending

LYON INCORPORATED

13881 W. CHICAGO BOULEVARD * DETROIT 28, MICHIGAN







There is a Guide spotlamp to fit every make of car. One model has a high-quality rear vision mirror attached to the lamp body, to provide an outside mirror with inside control. Every model is equipped with a Guide "Sealed Unit" that provides complete protection against dirt and moisture and assures a powerful beam of white light.

Guide spotlamps are easy to install without special tools or equipment.



GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS



When You Sell Stromberg Carburetors You Make Customer Satisfaction a Certainty . . .



... because

CARBURETORS Stand for

Every time you install a Stromberg* Carburetor you make a friend and give your reputation another boostyour customers can't help noticing the improved performance and savings in gasoline dollars. These are results you can count on; because Stromberg quality is built in right from the start-with exclusive engineering features, scientific design and mechanical simplicity. That's why Stromberg Carburetors build good business through good will as long as they are in service.

Bendix SOUTH BEND

PRODUCTS DIVISION

Standard Equipment Sales: Elmira, N. Y.

Easier Starting

Smoother Power

More Miles per Dollar!

... WITH

YOU SELL

PREMIUM FEATURES AT NO PREMIUM IN PRICE!

ANTI-PERCOLATOR-A Stromberg feature which prevents waste of gasoline and hard starting when the engine is hot.

ECON-O-METERING—Separate and positive metering systems for the cruising range and high speed operation systems assure utmost economy under all conditions.

ACCEL-ABILITY -- Positive and smooth acceleration that satisfies the most critical driver.

BALANCED RATIO—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of cir. This means additional economy.

SIMPLICITY—Fewer working parts result in long wear and low maintenance costs.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.







Canadian Sales: Bendix-Eclipse of Canada, 13d., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

Money Makers

QUALITY PRODUCTS



AC SPARK PLUGS ... with patented CORALOX Insulator

Demand is rising swiftly as the powerful CORALOX advertising campaign increases consumer preference. CORALOX, plus AC's dominant equipment position, makes AC Spark Plugs a "must" for service dealers who want real replacement volume.

AC DIL FILTERS

AC OIL FILTERS and ELEMENTS ... "Dirt-Proof" Engine Oil

AC's "Dirt-Proof' campaign not only sells the need for oil filters, but also sells the superiority of AC Filters and Elements. Cash in on the industry's fastest-growing replacement market.

AC FUEL PUMPS

AC FUEL PUMPS ... "Heart of the Fuel System"

The most popular of all equipment and replacement units. 40,000,000 in daily use. Should be replaced every 2 years to keep your customers out of trouble. Don't overlook the big profit possibilities in your territory.



AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Patented machines and processes make AC Cables and Casings tops in quality. Conveniently packaged for quick service. Original equipment on half the cars on the road.



AC AIR CLEANERS and ELEMENTS

Here's another replacement market in which AC is the big name. Heavy-duty cleaners for cars, tractors and trucks. Low-cost renewal elements that save time for you and provide new cleaning performance for your customers.



AC FLEXIBLE GASOLINE AND OIL LINES

Assortment available with attractive Wall Merchandiser. Make-up Kit, complete with hose and assortment of fittings, also available. All lines built to highest quality and SAE standards.



AC GASOLINE STRAINERS

Made in both replaceable and re-usable element types. AC quality throughout—protect delicate carburetor parts—remove water, dirt and lint from fuel.

AC SPARK PLUG DIVISION . GENERAL MOTORS CORPORATION

The finest money can buy... .. The best for you to sell!

PRECISION ENGINEERED FOR A LIFETIME OF SERVICE...

Sealed

Finest, most efficient spotlight ever developed! Superlative Casco styling, rich chrome plating plus famous Casco engineering makes this the brightest spot in your sales picture. Turns in

complete circle, up or down. Handy finger-tip on off switch. Sealed in lubrication Long life sealed beam unit. Completely assembled and thoroughly



Aero-Aluminum Pearl Gray HAMMERLOID or Anodized Aluminum-Embossed, Rigid

CASCO VISORS NOW...1st IN SALES! COAST-TO-COAST

Outsells all others by 2 to 11 Exclusive Casca styling with blended-to-body beauty gives your customers the most for and assures you of fast, high profit sales.

ONE MODEL FITS 90% OF ALL CARS for divided or one-piece windshields



CASCO PROBUCTS CORPORATION, BRIDGIPORT 2, CONNECTICUT

NATIONALLY ADVERTISED IN

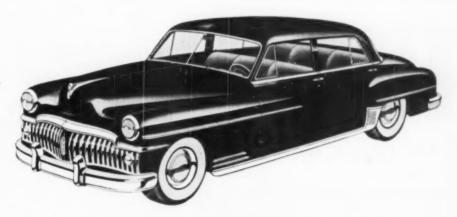


Southeast Repr: LAWRENCE M. HIRSIG & CO., 201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY Box 1140, 837 Cotton Exchange Bldg., Dallas, Texas

DESOTO NO CAR IN AMERICA HAS BIGGER BRAKES

DeSoto owners say, "Regardless of price . . . best car I ever owned!"



DeSoto-Plymouth Dealers Present "IT PAYS TO BE IGNORANT" Starring Tom Howard. Every Wednesday night over all CBS Stations

DESOTO DIVISION - CHRYSLER CORPORATION

Speed up with

Frecision,

Valve and Seat
Grinding
with Dependable



SIOUX Wet Valve Face Grinding Machine More Dollar Value than

ore Dollar Value than ever before

Wet Grinding eliminates heat and distortion, producing finest finish and factory precision. Wet Grinds Valves, Valve Ends, Tappets and Rocker Arms.

Sold only through
Authorized SIOUX Distributors



SIOUX PERFECTED DUAL ACTION VALVE SEAT GRINDER

with Ball Bearing Holder

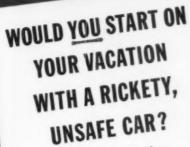
Precision work in fast time by the almost unbelievable speed of this valve seat grinder. Perfected dual action provides controlled fine vibration for grinding accuracy and dispersion of cuttings. Uniform finish is assured.

STANDARD THE



WORLD OVER

HOUR CITY TOWALUS A



Then Don't Let Your Customers Do It. Check Their Shocks Before They Leave



They're important to comfort.

They're important to economy, too. Worn out shocks cause uneven and excessive tire wear...burn unnecessary gasoline.

Most important of all, shock absorbers are vital to safety. They give the car stability under all conditions at all speeds ... help it hold the road on sharp curves or slippery pavements ... help keep it from jouncing out of control on rough stretches or broken pavement.

Those are the reasons why you wouldn't start your vacation with worn out, unsafe shocks. Don't let your customers do it either. Selling them the shock absorbers they need brings a big, extra profit for you and one of the richest returns on any item . . . over \$12 an hour for the time involved.

So make it a rule to check the shocks on every car you service. When replacements are needed, sell Houdailles for a better ride for more miles. You'll be doing both your customers and yourself a favor.

"Say "Hoo dy "

HOUDAILLE - HERSHEY CORPORATION

HOUDE ENGINEERING BIVESION

STREET, S



Easy to Install

DELCO-REMY

DISTRIBUTOR RENEWAL PACKAGES





DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

You can be sure of satisfactory performance and of satisfied customers when you service Delco-Remy distributors with these genuine Delco-Remy renewal breaker plates — now packaged for your convenience. They are easy to install without special tools and, because they are Delco-Remy built to original equipment specifications, they are bound to fit.

Delco-Remy packaged distributor renewal breaker plates fit scores of six- and eight-cylinder models, cars and trucks, both old and new. Order the popular assortment containing six packages — four breaker plates with contact points, condenser and molded bearings, assembled; two breaker plates with molded bearings only. Get your supply today — through your UNITED MOTORS DISTRIBUTORS.



WHEREVER WHEELS TURN OR PROPELLERS SPIN



and distributing accomplishment to keep all the alloys, numbers, sizes and undersizes needed quickly and economically available to every service shop in the nation. We are on top of that job constantly-to be sure that the red and black Federal-Mogul box

cation for every needed service job.

We make all types of sleeve bearings in our 7 manufacturing plants, so we can deliver what's needed-instead of pushing what we might prefer to sell.



FEDERAL-MOGUL SERVICE

DETROIT 13, MICHIGAN



The only service station sign in America that greets motorists in all





No wonder TEXACO DEALERS
are such busy dealer!

Here's the welcome sign, right across the country, to millions of motorists every day. It attracts business. Tourists from coast-to-coast depend on it, look for it, stop where they see it—for nationally-famous Texaco Products ... for the convenience of Texaco Registered Rest Rooms . . . for the courtesy and services of Texaco Dealers.

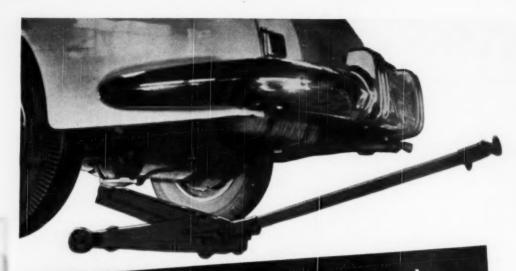
This sign is just one of the many selling advantages enjoyed by Texaco Dealers. It is backed up by powerful magazine advertising, on television, radio, bill-boards—plus many Texaco Dealer selling aids.

THE TEXAS COMPANY

A Great Line-up for TEXACO DEALERS

Sky Chief and FIRE-CHIEF GASOLINES

HAVOLINE and TEXACO MOTOR OILS · MARFAK CHASSIS LUBRICATION · P T ANTI-FREEZE · REGISTERED REST ROOMS



The K"is Off for cars with long overhang

...HEIN-WERNER MODEL"K" HYDRAULIC SERVICE JACK GIVES YOU...

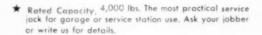
Short wheelbase convenience

Makes it easy for positioning the jack in close quarters...

2 Long wheelbase ability

Handle operates throughout 90° stroke. Long overhangs are no problem.

3 Lifts to full 24" height



Hein-Werner

MODEL "K

HEIN-WERNER CORP., WAUKESHA, WIS.

HEIN-WERNER manufactures Bumper-Lift Mydraulic Jacks for passenger cars . Under-Axie Jacks for trucks and buses . Cylinder Sleeve Pullers M.-W Push and Pull Mydraulic Jacks for body, frame and fender work Swift-tiff and Service Jacks for shap use. Independent Garagemen...

Here's YOUR NEW

Fo Mo Go



News Bulletin!

IT'S FREE!

SEE YOUR FORD DEALER OR MAIL COUPON!

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MAKES VALVE SERVICE WORK

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Every accessory required to do a complete valve reconditioning job is included as standard equipment with this machine — there are no expensive additional parts to be added. The shop owning VS-100 Snap-on Valve Refacer can do an expert job on valve face angles from 0° to 90° on any valve up to 4" face diameter and 9/32" to 11/16" stem diameter.

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A single battery supplies the power for a car's entire electrical system. It's easy to see that the cables carrying this big load must be properly installed, carefully serviced and above all built of fine materials. That's why experienced servicemen stock Packard cables. These men know Packard tops them all for performance, endurance and dependabilitycarries the battery power on more automobiles than any other make.

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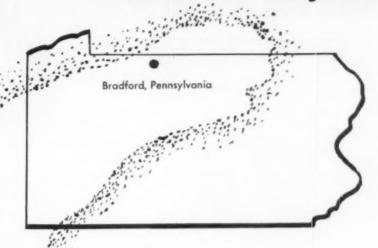
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Bradford-Pennsylvania crude oil 15 the world's finest! . . . It's the most expensive, toughest, oiliest, most heat and wear resistant crude in the world. And, Veedol Oils are refined 100% from this world famous crude. There's a fact worth remembering!

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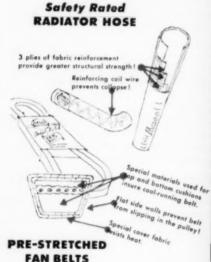
*Atlanta, Rhodes-Haverty Bldg. *Tulsa, Thompson Bldg.





You can sell'em all with Flew "Bull's Eye" carton years a packed with soles opposition to be a packed with the packed wit

application to brake shoet

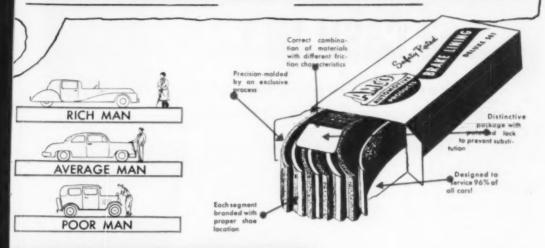




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AMCO

WIRE-BACK and **DELUXE** Sets!





From the man who wants a top-quality brake job to the price-conscious buyer—as well as those "in-between"—you can sell 'em all with AMCO Wire-Back and DeLuxe Sets!

DeLuxe Brake Lining Sets provide the kind of long-lasting, precision performance for which safety-minded car-owners gladly pay more! Each DeLuxe segment is precision-molded by an exclusive process, assuring correctly-engineered lining to meet the specific friction requirements of every car and service.

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FREE PIN-UP!

Make all your customers brake-lining-conscious by putting up the attractive pin-up of "Miss Bumps," reproduced at left. This $18^{\prime\prime}$ x $40^{\prime\prime}$ 4-color poster is yours without cost or obligation. Just send a postcard with your name and address to

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Safety Rated Brake Lining

FAN BELTS . HOSE . BONDING OVENS . CAR MATS . CLUTCH FACINGS

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

BE A HUDSON DEALER ...and CASH IN!

Cover every price range from just a shade above the lowest on up

You'll find no more enthusiastic motorists anywhere than Hudson owners!

For here's a car that's years ahead in design and performance. And 'way ahead in long life, too! Hudson's new way of building automobiles with an exclusive recessed floor means modern beauty and true streamlining. With this is combined built-in ruggedness that keeps Hudsons young!

That's why people in all price brackets are buying Hudsons. And that's why Hudsons with exclusive recessed floor ("step-down" design) are among the leaders in resale value, coast to coast.

Why don't you get in line and get yourself a Hudson franchise just as soon as you can?

Almost every new-car buyer is a prospect because you cover every price range from just a shade above the very lowest on up. Yes, it's the deal of the year for dealers who want action—satisfaction—profits! Get in touch with Mr. C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan.

Write, wire or phone today—and get yourself a REAL DEAL!



"Hudson's advanced style and built-in brown make it the car for me."



"The high resale value of my 1948 Hudson sold me more than ever on Hudson quality and value!"

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Most Room! Best Ride! Safest!

NOW...3 GREAT SERIES

Lower-Priced

Famous

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"Hudsons look younger—act younger and stay younger longer!"





Only A complete spark plug line



Sell the sensational new wide-gap Auto-Lite Resis-tor Spark Plug—original equipment on many leading makes of cars and trucks. Gives your customers smoother performance, double life and greater gas savings.*



Sell the regular Auto-L Spark Plug for all types engines. Ignition engineer by ignition engineers. Orig nal equipment on many America's finest cars, truc and tractors.

. . . The Auto-Lite line also include special spark plugs for marine, aviation diesel and model use. Ask about the Auto

⁶Cut-away view shows the 10,000 ohm Resistor which perm wider initial gap settings and makes these advantages possib Double life under equal conditions as compared with narrow-g spark pluss.

Plus the 4 big advantages of the AUTO-LITE

Consider fully the benefits that come from the four big advantages of the Auto-Lite Registered Service Dealer plan. It means maximum profit for you, so get the details now from your Auto-Lite Spark Plug Jobber, or write to

THE ELECTRIC AUTO-LITE COMPANY

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LITE offers you a for Maximum Profits

No other spark plug maker can match this line and the program back of it...



Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lowest cost per mile of spark plug operation.

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Tested Promotion Helps and Factory Mailings The Best \$3800
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BLACK & DECKER

6" standard

BENCH

GRINDER

ONLY 3800

Speeds Up all "run-of-shop" grinding; cleaning valves, spark plugs, other dirty, gummy parts; tool sharpening, buffing!

At This Low Price you can afford to spot several around your shop ... to save steps, save time, save money!

Many Practical Features you wouldn't expect to find at such a low price . . . B&D-built 1/4 H.P. constant-speed motor; full-size ball bearings; steel wheel guards; adjustable tool rests locked in base grooyes!

Other Models for heavier duty ... 6"Heavy-Duty, \$58; 8"Heavy-Duty, \$98; 10" model, \$138. See your nearby B&D Distributor. Write for free catalog to: The BLACK & DECKER MFG. Co., 633 Pennsylvania Ave., Towson 4, Md.

Black & Decker

PORTABLE ELECTRIC TOOLS



Yes, sir, say a hearty "hello" to your brand-new profit-producer'. CARB MASTER is the stuff that boosts business by keeping fuel systems clean and free from moisture . . . perking up engine performance . . . and assuring your customers quick starting (without stalling!) in all kinds of weather.

It's the perfect bench cleaner. Cleans parts quickly and thoroughly without prolonged soaking, bard scrubbing or rinsing . . . Complete dunking and cleaning kit available.

Make friends with CARB MASTER today. Stock it, sell it, use it!

- dissolves gum and varnish
 - . absorbs and eliminates moisture
- cleans carburetors
- doubles as the ideal bench cleaner



NO FUSS . . . NO MUSS JUST POUR . . . NO MORE



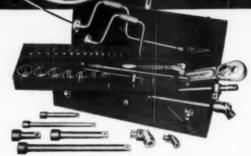






WORLD'S MOST FLEXIBLE WRENCH SYSTEM The engineered

flexibility of Williams "Supersockets" permits the combining of sockets, handles and accessories to create special wrenches for special jobs. Available in five different patterns, with drives ranging from 1/4" to 1" square, and with socket openings from 3/16" to 3-1/8". Write for Williams "Supersocket" Catalog A-50.



Set No. S-10 Complete in Metal Case, 36 Pieces 21 Sockets and 15 attachments



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J. H. WILLIAMS & CO., AUTOMOTIVE DIVISION, BUFFALO 7, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

The Spotlight's on the "Rocket"!

OLDSMOBILE'S NEW PLASTIC HOOD REVEALS THE INSIDE STORY OF "ROCKET" ENGINE POWER

Oldsmobile dealers have the world's most dramatic show case—and they're using it to full advantage! It's the new plastic hood—a special display for the "Rocket" Engine! Oldsmobile dealers find that the plastic hood stimulates even more requests for "Rocket" demonstrations—even more enthusiasm about "Rocket" performance! Here's forward-looking sales promotion that's helping to make Oldsmobile's "Rocket 88" the hottest number on the market today!



Sell the Battery that's that's EASIEST to sell!



DELCO

DRIGINAL EQUIPMENT LEADER

Get in the battery business in a big way the easy way. Sell Delco! It's the nation's natural choice for battery replacements because more Delco batteries are used in new ears than any other make.

People know about Delco. They know Delco dependability, Delco value, Delco durability. When it comes time to replace their present batteries, car owners look for the battery they're sure of. They look for Delco.

Get your stock of Delco batteries. Get your share of volume profits by selling Delco, the battery that's easiest to sell. Talk to your local United Motors distributor, or write directly to us.

GOULED

DELCO BATTERIES - A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors



The Hirsig organization is made up of a total of 43 men and women trained and experienced in the automotive industry — prepared to render a complete automotive sales service in the South.

33 Hirsig men, located in 17 cities through the South, help jobbers deliver the best possible service to automotive dealers on HIRSIG lines.

Behind this selling organization is a capable and efficient staff located in the Hirsig headquarters office in Jacksonville.



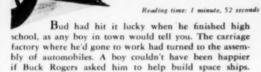
LAWRENCE M. HIRSIG & CO.

Manufacturers Direct Representatives

201 Hildebrandt Bldg. Jacksonville 2, Florida

Telephone 5-6152

A Bad Break proved the "Right Break" for Bud



Then, one day, a heavy Rutenber engine dropped from a testing block crushing Bud's right hand. But even though his career as a mechanic was ended, he was still in love with automobiles. And because he couldn't let them alone, before long he had got a job selling cars for a local dealer.

Bud's success was swift and sure. He furnished early proof of the truth so well-known today that the best asset any salesman can have is to know his product.



And Bud believed you must never stop learning—so he took a correspondence course in accountancy.

Even in World War I Bud joined the Army Transportation Corps where he learned more about automobiles including Dodge dependability. Back in civies Bud started his hunt for a peacetime job with what proved to be a winning trump—the conviction Dodge offered more value than any other car built. Little wonder his first job was as salesman for a Dodge dealer close to his home.

Bud's climb was as steady as his selling was spectacular. He was put in charge of used cars. He started a business of his own. He moved

to a bigger town for greater opportunity. He attracted so many customers that the long-established Dodge-Plymouth dealer there asked him to "join up' as general sales manager. When his employer decided to retire about ten years ago, Bud made this break his best break yet by finding an experienced partner and gaining the approval of Dodge executives for the taking over of the dealership.



Now, as sole owner for the last several years, Bud certainly is living proof of how misfortune can turn out favorably when the essential experience and the urge to succeed are combined. Those two qualifications can go far today in giving any man a "good break" in the retail automobile business.

automobile business.
Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation. 341 Mastachusetts Ave., Highland Park 3, Michigan.

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Chrysler Corporation

PLYMOUTH - DODGE - DE SOTO - CHRYSLER - DODGE - "Job-Rated" TRUCKS

Fine Cars of Great Value

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

OUTHERN OMOTIVE OURNAL

Covering Automotive Sales and Service

Vol. 30 AUGUST, 1950 No. 8

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IMPACT WRENCHES

DO EVERY NUT RUNNING JOB FASTER, EASIER

No matter which type of power you use -pneumatic, high frequency or universal electric-THOR can recommend the best Impact Wrench for the job. THOR builds all three types, and into 20 distinct models places the same exclusive type of impact mechanism that is outperforming other wrenches on scores of different jobs. Call your nearby THOR branch for a demonstration.

MODELS

INDEPENDENT PNEUMATIC TOOL CO. AURORA, ILLINOIS



CALCULATOR Write today for this heady torque chart and tool selector for all nut running jobs.





Look at the bouquets thrown at Marquette by the Indianapolis Speedway aces. Here are just a few of them:



I think your welding engineer did a grand job and the quotify of your welding equipment and supplies, and battery chargers, have certainly won the unqualified acceptance and enthusiasm of the entire racing fraternity.

Wilbur Shaw, President Indianapolis Motor Speedway Corp.

I will always recommend Marquette Welding Equipment for any job, large or small, hard or soft steel or anything that is broken. It has been a life saver here . . .

E. A. Metzler, Granatelli

Your help has been invaluable to me for this year's "500" race. Your complete line of equipment is by far the best I have ever had the opportunity to see demonstrated.

Joseph P. Seopa, Owner, Car No. 58

Without Marquette welding we would have been lost.

Bill DeMote, Mechanic, Car No. 85

Thanks for the welding on No. 98. It helped to turn in that quick one, that's for sure.

Walt Faulkner

I wish to express my appreciation for the expert work and unfailing cooperation your company and its representatives have given to members of our association.

George H. Lyons, Exec. Sec. National Championship Car Owner

Fully Tested—Fully Gu

Marquette Instant-Arc Welders are fully tested and listed by Underwriters' Laboratories, Inc. . . . and are fully guaranteed against defective material and workmanship for one year.



MARQUETTE CHALKS UP A PERFECT SCORE IN MAKING 625 WELDS

Marquette welding equipment came through with another spectacular record of performance behind the scenes at the 34th Annual 500-mile auto race at Indianapolis. During the month of hectic preparation for the big race, Marquette welding engineers did vital jobs on every one of the 66 cars entered. In all, they made 625 welds at Marquette's official race-track welding station—including every kind of job from

steering arms to rear axles.

Yes, once again Marquette welding equipment has demonstrated its versatility. And the efficiency and effectiveness of Marquette welding has been proved by the way in which every weld held up.

Proved at the Speedway, Marquette welding equipment can prove itself in your shop. You'll find that it pays to invest in the best.

GET IT FROM YOUR JOBBER



Model 72

MARQUETTE MANUFACTURING CO., INC.

307 E. Hennepin Ave. . Minneapolis 14, Minn.

UNCLE SAM — BUSINESS COMPETITOR

No. 4 in a series of editorial messages

NE of the long-range objectives of socialism is government ownership and operation of the means of production-or, in other words, na-

tionalization of industry.

From that viewpoint it may seem that socialism has not gained much of a foothold in the United States. For as we look about we note that those business enterprises with which we are most familiar-the local stores and factories-still seem to be operating much the same as ever. They are still under private ownership and control. Though burdened with heavy taxes and hampered by governmental regulations, they are still a part of

our free enterprise system.

Yet, our genial Uncle Sam. usually characterized as a bewhiskered old gentleman who exercises a benevolent supervision over the destinies of the nation, is rapidly becoming a sort of "meddlesome Mattie whose grasping fingers are acquiring direct control over much of the business and industry of this country.

The report of the Hoover Commission, a bi-partisan group of business and governmental experts who spent nearly two years in detailed

study of ways and means of bringing greater efficiency into operation of the federal government, devotes much critical attention to the more than 100 different business activities now conducted by the government. Among these are the production, distribution and sale of electric power and fertilizer; operating ships and railways; lending money, guaranteeing loans, writing insurance; buying and selling farm products, and smelting and selling minerals.

In these various business enterprises the federal government now has direct investments of some \$20 billion, with additional authorized commitments of \$14 billion; and with vastly greater commitments in the form of guarantees on deposits and mortgages and in government life insurance. And in most of these varied activities the government is in direct competition with private business enterprises.

No private financial institution can compete

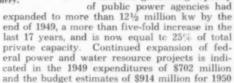
with the government in lending money. For government can lend at lower rates and need not be so careful about security or collateral, since the losses on its loans will be underwritten by the taxpayers-and have been-in some recent widely-publicized RFC cases.

Among the several governmental agencies now making direct loans to individuals and companies are the Federal Reserve Banks, the Farmers' Home Administration and the RFC. The latter, originally set up strictly as an emergency organization to help battle the depression of the early 30's, has been continued through years of

prosperity, though obviously, as was pointed out by the Hoover Commission, any direct-lending activities by government may lead to waste, favoritism, political pressure, or corrup-

In the field of electric power development the federal government has become a major factor; and this development is no longer disguised as merely incidental to flood control, navigation and reclamation projects.

Installed generating capacity



In such fields as public housing, government lending and federal power production are notable examples of the strides which government is likely to take, once it starts in any field of business

and over \$1.1 billion for 1951.

It's easy to start-but difficult to stop, or curb. For these federal programs mean a continued flow of easy money, more jobs to pass out, more power for federal officials. But they also mean increased federal deficits, more government competition, and a continued trend toward a socialistic state.



Throwing a wrench in the machinery.

THE ONLY RING WITH THE

FULL-FLOW SPRING!

Sealed Power MD-50 STEEL OIL RING

OIL CONTROL
SADLY TAPERED

OUT-OF-ROUND BORES

Double the Drainage with Half the Drag!

SEALED POWER CORPORATION
MUSKEGON, MICHIGAN



Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



Speaking of repairs, look at what the State Highway Patrol uncovered in random checks in every county of Florida earlier this summer. Related in detail on page 63, the story is one which proves beyond any question that the business is there for the garage or dealership that really wants to go for it. Of 97,047 vehicles—trucks and passenger cars—stopped a few minutes for a check on safety equipment, the patrolmen found 39,108 with mechanical defects.

One out of seven had faulty lights (no shop's too small to miss this kind of business). Out of 75,167 cars, 7,769 lacked stop lights and so did 4,027 of the 21,880 trucks. Rear lights ran a close second, 3,984 cars and 2,293 trucks being defective in this respect. Faulty brakes were found on 2,255 cars and 856 trucks. A total of 56,-

683 defects were found in examining the 97,-047 units. That averages out at more than one defect for every other unit. What is the total registration in your trading area? Read the above figure into your registration and you'll have a fairsized idea of how much business is rolling by your door. And-remember - this check was for safety equipment only; it did not bother with major repairs, appearance reconditioning and a lot of other work which might be sold.

slow about whittling it down, then he gets no chance to build the amount higher. He goes over to a cash status on future work. If the customer cuts off the cash work from the Weldon shop, the account is turned over to a lawyer for collection. Have you a better plan? Garageman Weldon and a lot of others would like to know any better system, because they say that's the biggest worry in their busy shops.

5,000,000th unit will be coming off the assembly lines by Sept. 1 or shortly thereafter despite restrictions imposed by this country's military commitments, it appeared early this month. The 4,000,000th motor vehicle rolled forth the early part of last month, but production lines had already begun to slow down because of supplier strikes and the growing scarcity of steel

for civilian production. Barring extreme situations cropping up in the international picture, there remained the probability that this country would produce its greatest number of vehicles this year.

Demand for new cars and clean used cars soared rapidly in most localities under the changing Korean picture. Some dealers in the South who had been quietly moving their most expensive new units at below list began demanding—and getting—full list price. For

example, one dealer handling a higher-priced car had tentatively agreed at first to let a customer have a unit at \$300 under list, but he scaled this down to \$200 below list while the customer dawdled in indecision for the first three weeks of the Korean situation. Then the customer jumped at the deal! Used-car prices moved up from \$50 to an estimated \$200 on popular, clean models, dealers reported.

A contest can increase your cash-register activity, even though you may be a strong skeptic on this subject. A lot of dealers and garagemen scoff at the very thought of trying a contest as a volume-builder. They've been in the business too long and have seen it fail too often, they say. All right, then consider the success tallied up by Victory Motors, Inc. (See page 66.)



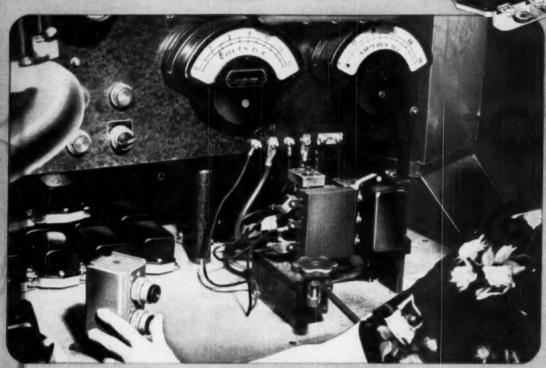
"Bet you're glad to get back from your vacation, ch, boss?"

The figures from the Bureau of Public Roads for 1949 gave registrations in Texas as 2,568,491, which included private and commercial carriers. Figure that only a fourth—642,123—needed work which isn't being done. That would be very conservative. At \$20 per unit, that would run around \$13,000,000. That's a neat sum for repairs which ought to be rolling into shops. Proportionately, it's true elsewhere in the South.

Credit is a financial worry which is plaguing garagemen as much, if not more, as ever. A. J. Weldon of Anniston, Ala., who has been running a garage for more than a generation, said he had found only one answer, and he's not too well satisfied with that one. When a customer's bill piles up to around \$40 or \$50 and he seems to be

Tested Quality HELPS YOU DELIVER

AMERICA'S FINEST ELECTRICAL SERVICE



ORIGINAL

AUTO-LITE SERVICE PARTS In this final test during checking of all regulators against the rigid engineering specifications, particular attention is given to the calibration of the voltage regulator, current regulator and reverse current relay.

EVERY JOB you deliver builds, maintains . . . or tears down . . . your established reputation in your community. The simple truth is you cannot protect this investment with workmanship alone, no matter how expert . . unless it is backed up by parts of un-

failing quality. Reliable proof of the quality Auto-Lite Original Factory Parts provide expert service men is proved by this fact: more than half of America's car makers specify Auto-Lite. For information

THE ELECTRIC AUTO-LITE CO. - Parts & Service Division - Toledo 1, Ohio Canadian inquiries should be addressed to Sarnia, Ontario

Auto-Lite Engineering Assures Dependability



RAW MATERIAL TESTS . . all materials must measure up to prodetermined standards before they are released to production.



ENGINEERED SPECIFICATIONS ... scientifically developed for every part. Nothing left to chance, High quality assures dependentility



CONTINUING IMPROVEMENTS ... by the foremost engineers working in one of America's great



write to

APPROVAL OF LEADING CAR TRUCK, AND TRACTOR MAKER: ... as original equipment, afte



FINISHED PRODUCTS TESTS . . . every component and assembly passes repeated tests, checked constantly with laboratory research

Money cannot buy better automotive Electrical Equipment.



Selling Preventive Service

Do you also have a little trouble selling them on the need for a preventive-maintenance job?

Do you find it's pretty tough explaining the importance of correctly repairing some under-the-hood trouble to a customer who knows little about the technical workings of a car but does know that he doesn't want to spend much money on it?

We've found the solution for a good many of our cases, although it is no cure-all.

A year or two ago we began saving worn-out parts. Then we began hanging them from a board under columns headed Brakes, By W. R. "BILL" KENNEDY, Jr. Service Manager, Pontiac Master Auto Service, Augusta, Ga.

Miscellaneous, Carburetion, Electrical System, Engine and Cooling, Differential, Transmissions and Clutch.

Our idea was to be able to show exactly what we meant when we explained, for example, how a radiator hose could deteriorate from inside and yet look pretty good from the outside. We stuck a little typewritten statement beside this cross-section piece of hose and put at the end of that

statement words to the effect that to be safe, the customer should change the hose every year.

Hydra-Matic transmissions scare a lot of our customers at the very mention of the word. They know nothing about the Hydra-Matic's operation and yet they do know that their good money is having to go into a repair job, perhaps, on it.

Now if they're curious about what we have had to do, we can show them on our board some parts which make up the Hydra-Matic.

There is the type of customer, on one hand, like the lady who



Worn-out paris, removed from cars repaired in the shop. were placed on this board and properly labeled. Customers stopping at the serv ice salesman's desk or entering the customer waiting room (door at the right) can learn a lot about their car and why it was important to replace these parts. They can see what a scored brake drum looks like, as well as such things as shock absorbers and elutch facings and why they had to be replaced.

Regarding the Author

"Bill" Kennedy is just plain interested in what makes a car tick, which may explain why he wants his customers to know also.

While attending a service manager's school at Flint, Mich., he and Pontiac's Chief Engineer George A. Delaney began talking about some technical problems which had come up in Kennedy's shop and the conversation went on for nearly two hours! He has been a member of the Society of Automotive Engineers since 1943. For two years he worked in the testing department of Wright Aeronautical in Cincinnati, Ohio. He is a graduate of Georgia Tech.

came in, said, "Here's my car. Overhaul it or whatever you people do to cars," and then walked away. She didn't want any explanation about what was needed as she expected us to put the car in good condition. She had faith in us.

But there is also the customer who needed an \$85 front-end job. He was about to leave for West Virginia and asked why we couldn't just do the necessary work and thereby charge him less.

Luckily we were able to turn to a display of a front end made up from a collection of worn-out parts and a tire which had been cupped out on the road. He wasn't convinced at all at first but as we showed him each part (Continued on page 100)

These typewritten cards are examples of the simple explanation pinned beside each worn-out part on the board.

Valve. A burned or warped valve like this one means gasoline wasted, a sluggish or skipping engine, poor performance. A compression check can largely determine the condition of your valves. ASK US ABOUT 17:1:

Radiator Hose. More often these fellows deteriorate from the inside and loose particles plug-up radiator passages and even entire cooling system. It's good economy to replace them once a year and be SAFE. The author (left) used this display, composed of old parts, to sell an \$85 front-end job to a customer who at first couldn't understand the importance of doing a complete job on his car.



The unannounced spot checks showed up 56,683 defects in 75,167 cars and 21,880 trucks. Right: C. L. Carter (left) of Tallahassee explains a brake-testing device to Governor Fuller Warren,





Florida revealed the Repair Market

They Found Them UNSAFFI



VEARLY one out of every two motor vehicles in Florida was found to have some form of defect in an exhaustive six-week traffic safety survey completed early this summer by the State Highway Patrol.

During the month and a half state check, no less than 39,108 vehicles were found to possess one or more mechanical defects. A total number of 97,047 vehicles were checked-about one-tenth of the state's entire registered total

The check was one of the most complete ever carried out in the state, according to H. N. Kirkman, director of the patrol. The results, although not completely gratifying, produced some startling facts about Florida motor vehicles.

For instance, it was found that about one out of every seven cars checked had faulty lights and nearly one out of 20 had defective brakes, a factor that causes many accidents.

Despite the astonishing number of faulty vehicles. Kirkman and other Florida safety officials felt that the drive was worthwhile. Thousands of drivers immediately had their car and truck faults corrected, while the over-

By Mike Beaudoin

all result of the drive tended to make citizens over the entire state conscious of automotive safety.

Newspapers and radio stations aided the drive with editorial support and law enforcement officers in the state joined in with a crackdown on lax driving habits and unsafe vehicles.

The check was carried out al-

most entirely by highway patrol officers, assisted by local police wherever possible. The patrolmen swooped into a designated spot in town, unknown to anyone. and started checking cars as they passed. Usually the uncongested areas were picked where cars could be waved to the side of the road and given a quick, but thorough, going over.

During the period, 548 such (Continued on page 102)

Four patrolmen working as a team completed the ten safety cheeks for ears and 12 for trucks with very little delay to the drivers.



Korean War Spurs Demand for Cars

THE Korean conflict brought spotty reactions along Automotive Row in the South.

The public generally appraised the condition of its personal and business transportation e quipment, with the results that the demand for the lowest-priced standard passenger cars increased rapidly and many fleet operators asked for trucks which dealers had only lately been trying to sell them. Many new-car dealers stopped taking orders.

Jobbers reported evidences of heavy stocking up on tires, wet batteries and, in many localities, related items made of metals (such as copper and lead) which their outlets still remembered as being in short supply only a few years ago.

Generally, however, a survey indicated a tendency on the part of most dealers to discourage scare buying. Garagemen reported no perceptible effect of the conflict on their operations, but they, like other employers, reviewed their skilled personnel in the light of their status in the military reserve and the effect their going on active duty would have on their business.

The demand for clean used cars went up as the clamor for low-priced new cars moved up. Many areas reported the used-

Flooded with insistent demands for new cars which he didn't have, a "Big Three" dealership in the South quickly designed this form to stave off any repetition of unpleasantness with the public. Salesmen explained that this was not an order but that when the backlog of orders was filled, they would advise the persons that the company was ready to see if a deal could be worked out. "The trade liked this forthrightness," a company official said, "and we filled out 300 in four days." car market up around \$200 on units and auction markets equally showed this trend.

The added calls for new cars were a boon to some dealers handling higher - priced units. Three weeks after the Korean crisis developed, these dealers were able, in most instances, to keep up with the demand, but

they pointed to a decreasing inventory in the face of what was at that time a growing demand for new cars.

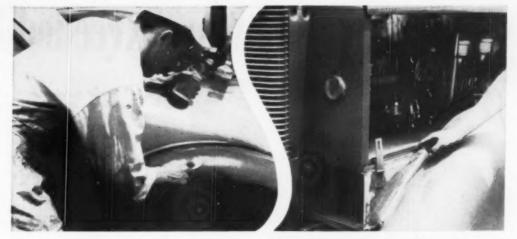
One dealer reported a rare thing: The used-car demand in the North had eliminated that usual source of clean units for southern dealers. Not only that, but ther were some reports of northern used-car dealers scouting around the southern market.

A number of Chevrolet dealers reported they had come within four weeks of being able to fill their backlog of new-car orders when the Korean situation developed. Then a new backlog began piling up.

One dealer who had had a 1950 Chevrolet "Canopy Express" on his lot since January suddenly had a call for it. As a further indication of the fleet market, one dealer reported that the demand had increased to the point that he could eliminate discounts and

(Continued on page 100)

	CAR BODY COLOR
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	Signature of Salesman



Cold solder is easy to use on both passenger cars and heavy-duty vehicles. Its application requires only a solvent, the cold solder and a putty kuife.

The finger points to a cold-solder application between the fender and apron. But it's not so easy to see where the solder was applied to the radiator shell.

Selling Cold-Solder Repairs

James "Bob" Beeler, who owns and operates Beeler's Garage, Houston, Texas, uses cold solder extensively, "saving up to 65 per cent on labor costs," he says.

"Cold solder," says Beeler, "is quick and easy to use. Particularly is it useful in those hardto-get-to spots."

Beeler uses cold solder—or "plastic metal," "cold welding dope" or "quick weld," as it is sometimes called—to advantage on rebuilding special tractors employed in oil-field work, as well as on passenger cars.

These tractors receive abusive treatment. They are large and heavy and are hauled over every type of terrain. They house two heavy motors plus a heavy generator that is used in magnafluxing. As they are pulled over uneven, bumpy ground, this weight wrenches the welds at every seam.

"And cold solder." says Beeler." holds beautifully!"

Using cold solder involves no long learning technique.

"It is very simple," says Beeler. "Merely clean the area, then apply a thin coating of the solvent and with a putty knife By C. Thomas

smooth the cold solder on. It works easily and the finished job needs little buffing to feather it off

"The cold solder sets quickly so no time is lost in waiting for it. That's another one of its practical features."

Cold solder opened up a whole new source of revenue for Beeler. The tractors mentioned above need constant mechanical attention. Every oil-producing company has a number of them. Beeler got one company's work by selling them on having the bodies reconditioned. They were in deplorable condition. Fenders had rusted away from the body and the seams of the hood had rusted through in spots. Unlike a car, new fenders and the hood could not be replaced from stock since they had been specially made.

"By knowing cold solder," said (Continued on page 111)



This Sales Contest Exceeded



You'd smile, too, if you had topped the contest like E. E. "Ted" Lytle, left, who's being congratulated by President John Lander.

Each department had an easel which showed daily its sale position in the contest. The "100" represented the point at which the quota was reached. Truck Sales Manager Harry Mayer didn't like that "whiffle-bird" which he had to put up with because he trailed in the contest. The story would have been different, he explained, if the factory had shipped him 100 trucks he needed.

A CAMPAIGN to increase grosssales volume for all departments this past June at Victory Motors, Inc., Atlanta, Ga., exceeded the goal of President John H. Lander by \$352,000!

He had hoped to see the monthly volume figure for this whopping-big Dodge-Plymouth dealership reach a million dollars for the first time in any one month. Instead, the campaign spurred all departments into a white-hot drive which shot the month's total to \$1.352.348.78.

"Our employees didn't just go out and sell; they went nuts in their enthusiasm. It's still hard to believe that they accomplished this thing," commented Lander. "In my 29 years' experience I have never seen a contest that created so much enthusiasm. Employees worked Sundays and at nights and some without overtime pay. Every department exceeded its quota determined when the campaign began June 1 and three departments, new-car, used-car and service, set all-time records for a single month."

Here's a breakdown on departmental quotas and how each department fared: New cars, 300-unit quota but actually exceeded this by 102; used cars, 188-unit quota but actually sold 244; service, \$27,500 customer-labor quota



Goal by \$352,000!

So you don't believe in contests? Study the fantastic results here.

but actually sold \$35,509.15; new trucks, 75-unit quota but actually sold 77 (short factory deliveries limited these sales); parts, \$140,-000 quota but actually sold \$183,-610.18.

The campaign began smoking from the very beginning and had all of the 232 employees fired up long before the mid-June point was reached.

The campaign was planned originally for February as a birthday gift to the president, whose birthday was Feb. 28—hence the name of the plan, "Operation John H." But the Chrysler Corp. strike halted those plans. When assembly lines were again pouring forth, Victory's department heads decided to proceed with their plans on June 1. All employees were called into a precampaign conference at which all details were explained. Lander was advised then, formally, of these details and of how it was hoped to set a new record. De-

Operation "John II." February 28th

Stickers like this one were placed on phones and elsewhere to catch employees' eyes. Feb. 28 was Lander's birthday and the contest labeled "Operation John H"— was planned as a gift to him, but the Chrysler strike delayed the contest until it could be conducted in June.

partment heads praised Lander and the company for its policy of retaining employees instead of letting some of them go when the Chrysler strike began cutting into Victory's affairs as it had done at other dealerships.

(Continued on page 98)

"Altitude" reports kept the 232 employees informed on the relative positions of the competing departments. The new-car, used-car and the service departments set all-time records for sales volume while the company's figures as a whole were going far beyond the goal of hitting a million dollars for June. The seroll shown at right was presented Lander at the kiek-off organizational meeting of the personnel. A survey of the final results showed the company had spent only around \$1,300 plus the small cost of doubling its direct mail and in return brought in \$1,352,000—more than double the gross volume of \$639,000 racked up in June, 1949. Even a janitor got excited over the heat generated by the sales contest.

up in June, 1949. Even a janitor got excited over the heat generated by the sales contest.					
Altitude Report					
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2. Parts TURNES 110.6					
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FINDING a name for our used cars that would build confidence seemed to us imperative as far back as 1946.

We wanted a name that would convey some meaning to the public. The name ought to suggest that we had taken the guesswork out of buying a used car.

The right name, we felt, would increase used-car sales. But first we would have to get at the problems back in the customer's mind when he was in the market for a used car.

Names such as Bonded, Gold Seal, etc., we thought held no meaning for the public. They were trite and over-used to the point of losing their original significance. We had to find a name of our own - a name that would catch on and at the same time stand for the guaranteed value that a reliable dealer would want to place on every used car he sold.

Therefore, early in 1947 we employed an advertising agency to conduct a survey for the purpose of finding a name for our used cars. The agency employed a group of telephone operators who called some 1,500 persons who had purchased used cars over the past six months.

"What were you most concerned about when you purchased your used car?" they asked of each person they called.

About 82 per cent of those called said they were most concerned about who the previous owner had been and how the car had performed for him. The next major group answered they were most concerned with whether or not the car had ever been wrecked. A third group responded they were most concerned with the integrity of the dealer who had sold the car.

From these responses it was clear that how the previous (Continued on page 104)

The customer should be able to see the difference in a rebuilt radiator as well as note the difference in its performance, Daniel said. Equipment makes appearance work possible without loss of profit for the shop.

The Three Angles to –

Selling More Radiator Jobs

T de keys to the success of an automotive service business are its equipment set-up, its service and its salesmen. To unlock the door to profits from radiator repairs, the set-up should be separate and specially designed, the service should be one-day and the salesman should be a mechanic from the shop.

So says the owner of Daniel Radiator Shop, situated in Houston, Texas.

"Our building and our shop layout were especially designed for this business," D. D. Daniel said. Running lengthwise, one-half the shop is devoted to three tanks with work benches at either end. Each of these benches, six in all, is equipped with torches and tools. Acetylene oxygen is supplied from a generator housed in a separate building and is piped to the various benches.

"This set-up," commented Manager B. L. Pace, "permits each mechanic to go about his work without moving from his tracks. Backtracking, going here and there for acetylene or electrical connections or outlets, consumes too much time and motion."

To further eliminate lost time, each mechanic sees his own job through. "When a mechanic has the responsibility for a completed job," Pace said, "He must do a creditable job or it can be traced directly back to him. Unlike mechanics working in relays, under this arrangement there is no opportunity for anyone to pass the buck."

Too, when a mechanic is capable of seeing any job through to completion, it is safe to assume you have competent men who can be relied on under any emergency that might arise. "By the nature of our business, we must have all-around mechanics," said Daniel. "We must have men who can jump in and take over any job that comes in. We couldn't afford to have some of our men idle, waiting upon others to get their work caught up before they could start."

This shop gives one-day service. The customer will not be deprived of his car longer than this and remain happy, Daniel has found.

The work benches at either end of these three large testing tanks are equipped with air, water, electrical and acetylene outlets to allow each mechanic to complete the jobs rapidly without any lost motion.





Two big factors in a profitable radiator operation are shown at left: helpers to do all the rough, unskilled work and a sufficient inventory of all radiator parts.

Below: The shop makes a good impression on customers from the outside as well as the inside—an important factor in merchandising.

To get the work out profitably and on schedule, helpers remove the radiator from the car and take it to the "Hell Hole." This is a room adjoining the main shop where radiators are rodded out and cleaned. Then they are brought up front and given to a mechanic.

The job of procuring work raises its ugly head. Up until a year ago Daniel found radio advertising profitable, but radio time went up and new competitors en-

tered the field.

"At that time," said Pace, "cores and materials were not too plentiful. Our mechanics stayed with us. Then we were pulling in business from a 100-mile radius. But many of our old men left us within the last year or so to open oneman shops in adjoining small towns."

This, of course, narrowed the potential market. Rather than combat it, Daniel chose a new course.

"I took my best mechanic and made a salesman of him," said Daniel. "He calls on fleet owners principally. Being a first-class mechanic, he is in a position to court business and talk radiator problems intelligently to the pros-

"Putting a glib talker in the field would be time, effort and money wasted. To get this business you have to do move than ask for it in terms of memorized 'tested sentences that sell.' The prospect wants to be solicited by a man who knows the radiator business."

In conjunction with this, Daniel sent a form letter to dealerships, advising them of the service he



has to offer his customers.

"But to reap full benefit from these letters," said Pace, "they have to be followed up with a personal call. These letters serve as an introduction, a reminder. No appreciable amount of volume ensues from them alone. Yet they are worth their cost and mailing effort."

Here is another important phase of this operation: if the customer refuses to consider a new core and the old one is too badly damaged, the shop turns it down. Does that sound like poor procedure?

"If, upon examination," said Pace, "it is determined that the core is beyond repair—that is, if the repair bill is going to run as much, or approximately as much, as it will to install a new core—we advise the customer then and there. This is my job. The mechanics do not try to sell the customer.

"We have found that regardless of the old radiator's condition, when a customer pays to have it repaired, he expects long and dependable service and appearance."

Radiator men know that paint is a detriment on any radiator. Paint acts as an insulation to hold heat. But the customers are influenced by appearance and a coat of paint dresses up a rebuilt radiator.

"We use a special paint," Pace said, "that within a few weeks at the most chips and falls off. But unless instructed otherwise, all radiators are painted before going back on the customer's car.

"All fins are straightened before the radiator is painted. Inasmuch as the work is going to be judged by the finished appearance, it is easy to figure out why we will not undertake a job where we will have to make excessive charges or lose money on it."

Each mechanic has a helper. You can't get good men to do the rough, dirty work that befalls a helper. Too, if you pay a man

(Continued on page 104)



Ringing the Bell with Ring Jobs

FORD

RING and INSERT SPECIAL

Includes

CARS and TRUCKS

Rings replaced with genuine
Ford expander type rings
Cylinder walls ridge reamed
All inserts replaced
Clean carbon from cylinder heads
All gaskets replaced
Oil changed
Complete scientific tune-up

All For ONLY

\$50.73

All parts and labor included BUDGET PLAN AVAILABLE TO ALL "REMEMBER TO BRING" THIS AD You-Must-Have-It

LINN MOTOR CO.

848 Procter

Call 9351 For Appointment

This ad brought in an average of seven to eight ring jobs a week for several months. Posters like the one shown above at the left sold jobs, too.

John Rose, shop manager, Linn Motor Co., Port Arthur, Texas, has found that an attractive offer retains its appeal even after long repetition. For several months, once a week, Rose has run a "piston ring special" advertisement in the local newspaper.

"And every week without fail," said Rose, "we get from seven to eight of these jobs. The ad pulled as well during a recent week as the first ad several months ago."

The ring special that usually is priced at \$77 is offered for \$50.73. Each job nets \$19.60 at the spe-

cial price. Multiply this by seven or eight and you will see the shop is doing around \$150 a week that it wouldn't be getting otherwise.

"It is actually better than that," said Rose, "for we also sell practically every one of these customers ring expanders. This amounts to an extra \$9."

Why keep pounding away on this special? Why not offer some other special?

As Rose remarked, "Almost

every motorist knows when his motor needs a ring job. Consequently, they are comparatively easy to sell. The average driver in need of a ring job is economyminded."

The man driving an older model car, then, would be interested in saving on his gas and oil consumption. The answer to that is a ring job.

The driver with a car using excess oil and gas is reluctant to spend money on it. Get the car in shape and the owner thinks of having other major and minor work done. But the ring job logically comes first.

The garageman, when cooking up a special, often fails to think of his customers. If he runs a special today, he seemingly assumes that everyone interested in it is in position to take immediate advantage of it. Consequently, his special is of short duration and is replaced with another special. This routine keeps him too far ahead of his prospective customers for his services.

No special can be productive unless the consumer is in a position to take advantage of it. And it is unlikely that all the prospects for a ring special, for example, would be waiting for it at any given time.

Specials are too often run as inducements to get in added volume now, Rose said. It amounts to a special privilege for those few who need the service offered at the moment and are able to have the work done within the stipulated time.

"The average motorist," said Rose, "figures that if he can get by another couple of months without a ring job, he is going to do it

"Why? Because he figures when he gets around to it, some garage will be offering a special, or he will wait until one does."

This begins to look to the customer as if the garage might as well reduce its prices throughout and operate on lower rates.

That is the pit the garageman (Continued on page 103)

NEWS BRIEFS of the

Maryland Dealers Plan Annual Crab Feast

THE annual crab feast of the Automobile Trade Association of Maryland will be held August 15 at the Hillendale Country Club, Towson, Md

"We are going all out to have the finest food, the best door prizes and the grandest music you ever heard," said Manager J. C. "Cab" Darrell. "Of course the golf course will be available and we will have prizes for outstand-

'Last year over 400 dealers and friends attended the crab feast. Inasmuch as several dealers have already asked for information about this year's party, we expect a sell-out.

Levis Will Direct Sales Of Hudson Used Cars

A PPOINTMENT of Herbert C. Levis as used-car manager of the Hudson Motor Car Co. has been announced by George R. Browder, director of advertising and merchandising.

Levis has been associated with the automobile industry for the past 18 years in both merchandising and retail sales. Before coming to Hudson he was with Chevrolet, where during the last 12 years he held various executive posts in parts and accessories, trucks, organization, dis-tribution and used-car departments in the Pacific Coast region. He was most recently manager of its commercial car and truck department in the Salt Lake City

Davis and Ivey Head **Dodge Truck Zones**

wo zone truck managers, a new position with the Dodge Division, have been appointed for the Southeast and Southwest, E. C. Quinn, general sales manager, announced.

James R. Davis will contact the

Mr. Davis

St. Louis, Kansas City, Oklahoma City and Omaha regions. Floyd Ivey will contact the Atlanta and Greensboro regions.

South Carolinians Plan Beauty Pageant Again

THE popular beauty pageant feature, a part of the last several annual conventions of the South Carolina Automobile Dealers Association, will be held again this year when the convention is held at the Ocean Forest Hotel, Myrtle Beach, Sept. 9-11. Executive Secretary Ella W. Ford announced in a bulletin to

A. H. "Am" Easterby, Dodge dealer of Greenville, has been named chairman of the pageant committee. In the pageant, girls representing various makes of cars and trucks parade before the convention-goers in competition for the grand prize of a \$500 war bond. The beauty queens chosen to participate attend the convention as guests of the association.

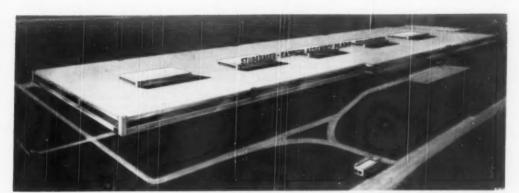
Willys Appoints Evans

Thomas R. Evans of Kansas City has been named special field representative covering Willys sales territory in Kansas, Missouri, Iowa, Nebraska and South Dakota, William S Venn. general sales manager of Willys-Overland Motors, announced last month.

This "grave," "headstone" and sign caused more people to talk to Jack Wimer, service station owner, Miami, Okla., about tires and tire sales went up more than 25 per cent. Wimer believes people should be more safety-conscious and that worn tires are responsible for many accidents on America's highways today.



AUTOMOTIVE _____INDUSTRY



Shown here is an artist's conception of Studebaker's new eastern assembly plant to be constructed in North Brunswick Township, N. J., just outside New Brunswick. The \$5,500,000 plant will have a production capacity of 85,000 passenger cars a year and at the outset will employ some 2,500 persons. Building schedules call for completion of the structure in March, 1951, Studebaker officials said.

Nash Still Studies Experimental Car

Nash Motors is nearing completion of production prototypes of its experimental \$1,000 NXI car, but no decision to put it into production can be made at this time, George W. Mason, president and chairman of Nash-Kelvinator Corp., said last month.

"Even if we decide to build the car, we couldn't put it into production any time soon," Mason said. "We have been unable to get sufficient steel to meet the demand for our present models." In the meantime Nash is going ahead with its engineering on the NXI.

Results of the company's national cross-section survey of public opinion—covering nearly a quarter million motorists—show "an overwhelmingly favorable response to this small, quality, high-style car," Mason said.

The production prototypes incorporate some modifications suggested by the public. These changes are aimed at increasing the utility of the car, while keeping within the \$1,000 price limit. Tread and wheelbase have been increased slightly, and a singleunit front seat for three passengers substituted for the divided, two-passenger seat. None of the other changes involves the car's style or appearance which rate highly favorable to well over 90 per cent of the motorists participating in the survey.

De Soto Intake Valves Use Silicon Alloy

I NTAKE valves on the De Soto Powermaster engine are now made with a high-content silicon and chrome alloy to give longer engine life and reduce servicing, C. E. Bleicher, president of the division, announced.

"The value of the metal is best demonstrated in its greatly increased resistance to heat generated at high speeds and under extreme driving conditions," he said.

Miamians Elect R. B. Ingman

R. B. Ingman of Ingman Motors is the new president of the Miami (Fla.) Automobile Dealers Association. E. E. Price of Hudson Price Motors, Inc., was named vice-president and Frank Edelin, Ungar Buick Co., treasurer.

U. S. Ordnance Department Orders 8,350 Jeeps

THE U. S. Ordnance Department placed an order last month with Willys-Overland Motors for 8,350 Jeeps, the aggregate cost of which will be \$22,-291 330 40.

The order, largest placed with Willys-Overland in the last five years and one of the largest placed with any single automotive company since the war, nearly doubles that of June 4, 1949, when Willys-Overland was instructed to supply more than 4,000 Jeeps and parts for army purposes at a cost of \$12,139,500. The present order has been under development between Willys-Overland and the Ordnance Department since December, 1949.

Taken with other orders, still unfilled and covering trucks and other vehicles, engines and varied parts, the order places Willys-Overland's total of unfilled orders for the nation's government agencies, military and civil, at approximately \$43,000,000.

This sum is approximately a fourth of the Toledo company's total sales for its best year since the war, the announcement stated.

Volkswagen Is Placed On American Market

THE 1950 version of Hitler's "People's Car," the Volkswagen, was displayed by Hoffman Motor Car Co., 59th Street and Park Avenue, in New York last month as the manufacturer opened its bid for some American business.

Fuel consumption is reported to be 34 miles a gallon, utilizing a 25-h.p. rear engine of the airplane type. The box-type, flat, four-cylinder engine is air- and oil-cooled. The car is the result of 40 years of study by the designer of racing cars, Dr. Ferdinand Porsche. The announcement of its first American showing said that before production the car was tested over more than two million miles.

Four models will be available in the States: the Standard Sedan at \$1,280, the DeLuxe Sedan at \$1,480 and the Convertible at \$1,997. An additional \$60 covers a Sunshine Model which has a glass roof with a button-on leath-

er cover.

The car was shown by Maximilian Hoffman, president of Hoffman Motor Car Co., distributor, and Robert J. Lynch, president of American & Foreign Enterprises, Inc., American agents for the manufacturer.



Aug. 27-28—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs, W. Va.
Sept. 9-11—Annual convention of

Sept. 9-11—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach, S. C.

Sept. 17-19—Annual convention of Kentucky Automobile Dealers Association, Kentucky Lake, Ky.

Sept. 22-23 — Fall session of Southwestern Automotive Wholesalers Association, Kan-

sas City.

Oct. 8-10—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 8-10—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth

Oct. 16-17—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis. Oct. 20-21 — Annual meeting of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas, Texas.

Oct. 22-24—Annual convention of Florida Automobile Dealers Association, Palm Beach Biltmore Hotel, Palm Beach.

Oct. 22-24—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 8-12—Annual convention of National Used Car Dealers Association, Baker Hotel, Dallas. Texas.

Nov. 13-15—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel. Richmond.

Nov. 15-16—Annual convention of Oklahoma Automobile Dealers Association, Tulsa Hotel, Tulsa.

Dec. 1-2—Annual convention of National Standard Parts Association, Hotel Sherman, Chicago.

Dec. 1-2—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago.

Dec. 8-9—Annual convention of Kansas Motor Car Dealers Association, Wichita.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami, Fla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 17-20—Southeast Automotive Show, Birmingham, Ala.

This is the 2½-ton "Eager Beaver" taking to the water with the "snorkel" extension pipe for air intake to the engine and the "snorter" for the exhaust. Built by Reo Motors, Inc., the Army truck is also designed to withstand extremes of hot and cold and to travel over rough terrain as well as highways. Simplified maintenance and increased interchangeability of parts are other features.



City Chevrolet Designs Plans for Warehouse

CITY Chevrolet Co., Charlotte, N. C., has announced plans for an 18,000-square-foot warehouse on West Hill Street.

The brick, concrete and steel building is scheduled for occupancy this fall, said P. L. Abernethy, president.

GMC Honors Texan

James A. McDaniel, retiring zone manager for GMC Truck and Coach Division, was given a gold watch and testimonial plaque by General Manager Roger M. Kyes at a recent dinner for field personnel. McDaniel became zone manager at Dallas, Texas, in 1922.



"This all of you stepping across the street for a cup of coffee has to stop!"

Olds Announces Plans For Big Expansion

PURTHER plant expansion and rehabilitation at a cost of several million dollars are planned by Oldsmobile in its main plant at Lansing, Mich., it was announced last month by S. E. Skinner, general manager of the Oldsmobile Division and vice-president of General Motors.

The program will include a new steel storage and plant engineering building and expansion of fabricating facilities in Lansing to balance the production rate and increase capacity. This is in addition to the program announced recently that will step up output of Oldsmobile's eight-cylinder, high compression "Rocket" engine.

Two of the original Oldsmobile

Two of the original Oldsmobile plant buildings on this site, dating back to 1901, will be razed to make way for the steel storage and plant engineering building.

Gordon and Ahrens Shift at Cadillac

A PPOINTMENT of John F. Gordon, vice-president of General Motors and general manager of the Cadillac Motor Car Division, as vice-president of GM in charge of the engineering staff, was announced last month by C. E. Wilson, president. Gordon succeeded James M. Crawford, who

is on a disability leave of absence.

Don E. Ahrens, general sales manager of Cadillac since 1935, succeeded Gordon as general manager of that division and he was named vice-president of GM.

Cummins Diesel Seeks New Speed Records

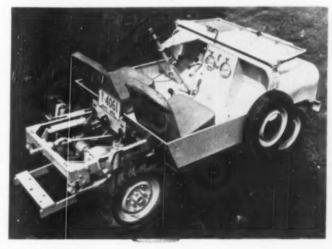
TAE Cummins Diesel Special, No. 61, which set new diesel speed marks in the 1950 Speedway qualifications and race, will try for six international speed records for diesel-powered cars, officials of Cummins Engine Company, Inc., Columbus, Ind., announced last month. The straightaway runs on the Bonneville Salt Flats, 100 miles west of Salt Lake City, are scheduled in the immediate future.

Jimmy Jackson, veteran driver in the Indianapolis 500-mile race from Desert Hot Springs, Calif., who drove the diesel in the speedway competition last Memorial Day, will pilot the car in the Salt Flats record run, it was announced.

D. J. "Don" Cummins, vice president-engineering for Cummins, said "no change has been made in the car other than to add a hood over the driver's seat, thereby completing the streamlining. The engine is the same. The run will take up from where we left, off at Indianapolis."

The race car engine is a revised, highly-supercharged version of the standard JS model (Continued on page 121)

The "FarmOroad" was announced last month by Crosley Motors, Inc., as the "answer to the farmer's need for a machine that will do a light tractor's work and provide transportation too." Photo shows heavy rear end, hydraulic lift and power take-off for operating plows, harrows, cultivators and other implements and doing such chores as spraying and wood sawing. Front power take-off and hydraulic lift are also available and dual rear wheels may be mounted for heavy pulling. Basic vehicle with 26.5 horsepower engine, heavy-duty rear axle and transmission, giving six forward speeds and two reverse, sells for approximately \$800; implements and accessories are extra.





He Solved Parking and Added Sales

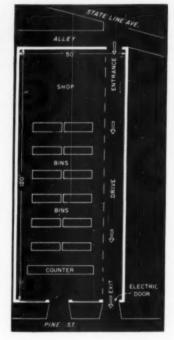
By Baron Creager Southwestern Editor

JOBBERS who are losing business because of over-crowded parking facilities might consider the remedy applied by M. D. Hudson, part owner and general manager of the Automotive Parts Co., Texarkana, Texas.

At a cost of between \$500 and \$600, Hudson created a driveway directly through his place of business, installed an electrically-operated door in the store front and within 60 days had noted an in-

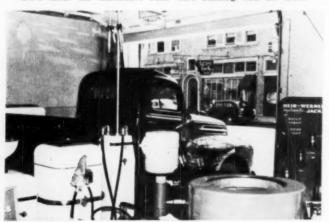
crease of at least 25 per cent in counter sales. Within that time 75 per cent of the customers were driving through.

This meant, of course, that former customers were coming back and that new customers were being attracted, for people never before seen at the Automotive Parts Co. are making use of the drive-through arrangement. And the increase in business is gathering speed as the trade be-



This plan has ended the parking worry. It brought on an increase of at least 25 per cent in counter sales in its first 60 days.

The customer didn't have to get out of his pick-up when he drove inside the Automotive Parts Co.'s building with his order.

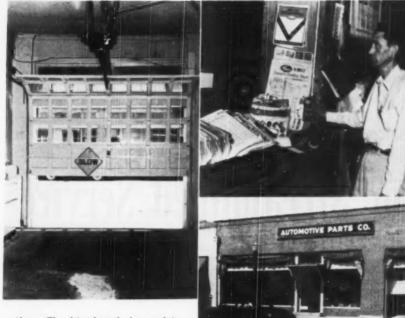


comes acquainted with the convenience of new facilities.

The greatest convenience, perhaps, lies in the fact that a customer need not leave his car unless he chooses. For the part desired can be speedily selected and handed out by the counterman at a cost to the latter of only a few extra steps.

This remodeling feature was almost essential because of location and the parking problem that now exists in all communities.

Automotive Parts Co. moved into its location in the heart of the Texarkana business district in 1938. At that time there was no



Above: The drive-through door and its operating mechanism. Top right: Counterman Bill Harvey pushes motor control button situated at counter. Right: The exit door partly raised.

acute parking problem, but during the war inconvenience to customers became much more marked.

It was during that period that Hudson conceived the idea of a driveway through his place of business and the bookkeeper, Miss Christine Watson, remembers hearing him threaten to install such a driveway as soon as materials were available.

With the end of the war, lack of parking space became a really ominous threat to business. The Automotive Parts Co. is sand-wiched in between a chain grocery and Texarkana's leading hotel, whose guests often leave their cars in one spot all day. So early this year, perceiving the trend of his business, Hudson carried out his war-time threat, called a contractor and put him to work.

"It was getting pretty tough for us," recalls Hudson. "Cars were parked solid on both sides of us on both sides of the street and customers were compelled to lose much time looking for a parking spot. Even if they found one it might be two blocks away. And although the cost of a parking-meter fee is usually insignificant, even a penny for 15 minutes seems substantial to a person irritated from a fruitless search for a convenient stall.

"Then I had been noticing that old customers had not been appearing in the store. I would ask a salesman to find out why a certain individual had stayed away so long. He would report that the individual said he had recently tried to get into our store, but gave up after driving three or four times around the block.

"That settled it, and the driveway went in and was in operation by the first of April."

Since this innovation a number of customers find it quite convenient to continue with their work and send their wives to pick up parts. The women like it, since they don't need to get out of the car into whatever the weather may be. Other customers applaud the arrangement because it eliminates the parking problem—and the incidental met-

er cost which faces them.

To introduce the new drivethrough parts store, Automotive Parts Co. awarded a number of prizes, distributed among the first 100, drive - through customers. Prizes increased in value in proportion to the number of customers attracted, from a quart of oil to each of the first ten to \$10 in trade for the one-hundredth car to drive through.

Salesmen distributed placards announcing these prizes and salesmen have also been continually reminding the trade of the convenience offered. And recommendations of those who have used the drive-through facilities are increasing this class of patronage. While a customer may use the drive-through the first time for the novel experience, practicability of the arrangement and convenience bring him back, says Hudson.

Because of street arrangements in the rear, Automotive Parts was ideally situated for such a drivethrough. And entrance is entire-

(Continued on page 101)



Set for Streamlined Service



At the top of the page are shown the exterior and entrance to parking lot. Above is the separate-unit shop and at right the shipping and receiving section.





This modern home of Generator Service Co., division of Beard & Stone Electric Co., Inc., at Fort Worth, Texas, provides 24,000 square feet of space for the firm.

At left is the service floor and below is the well-arranged counter and bin area of the building.





Motor Babuilding or Exchange Creakshaft Grinding Cylinder Boring Block and Head Repairing Piston Grinding and Fitting iling Cylinder Sleeves Pin Fitting Valve Grinding Installing Valve Seat Inserts Beamer Grinding Cylinder Grinding Installing Bearing and Line Boring Brake Drum Traing Brake Relining Brake Cylinder Hening Clutch Rebuilding or Exchange Installing Differential and Flywhool Gome

Eing Bult Fitting Water Pumps Rebuilt Connecting Red Reconditioning or Exchenge Welding and Machine Shop Work the Post Office De-

ers cre rebuilt with Genuine Thompson Perts and Genuine Heatings Platon Rings. We have rebuilt motors for popular cars in stock ready to exchange. Frompt rebuilding service on others.

Complete Machine Shop

ferent services achine shop on No. 10 envelopes as shown here. On the reverse side of the envelope copy featured repair service on all types of equipment. "Using a special list of 1,000 names and factory-furnished direct-by-"Using a special list of 1,000 names and factory-turnaned unreconstrail literature each week, sales in the automotive machine shop showed an 18% increase within six weeks," said Jalenak. "The equipment service department was enlarged 33 1/3% to take care of the increased volume." Another feature of this "advertising envelope" was the use of orange ink instead of black ink. Mills-Morris continues to use newspaper advertising each week.

Big Plans Take Shape For Great A S I Show

THE big show is getting ready. Chicago . . . Navy Pier . . . December 4 to 8 . . . all the color and fanfare of a great event's silver anniversary year . . . more than seven solid miles of exhibits ... once again the biggest single presentation of all the automotive service industries' new products and development . . . the biggest attendance in the show's 25-year history with automotive wholesalers from all over the country invited.

Those are the facts of the 1950 Automotive Service Industries Show. The stage is set. Exhibit space was assigned June 29 and 30 at the annual drawing held in Chicago. Figures will be announced later, but indications are that once again more than 500 exhibitors will occupy all available space-nearly 178,000 square

Publicizing the show and a new, liberal policy of inviting automotive wholesalers from all over the country to attend now becomes the major activity of the Joint Operating Committee of the three associations sponsoring the 1950 show, according to B. G. Close, King Quality Products Co., St. Louis, the committee chairman. Close's group has been busy for the past several months setting the stage for the event, and now will concentrate on ex-

Can envelopes be

used as an effect-

ive advertising

tried it and can

answer in the af-

firmative based on a test of six weeks.

when we decided

new idea we select-

ed our automotive machine shop as the 'Guinea pig.'"

said L. R. Jalenak.

treasurer of Mills-

Morris Co., Mem-phix, Tenn. Using all the available space allowed by

partment, Mills-Morris illustrated a

rebuilt motor and

emphasized 21 dif-

to introduce

medium?



JOC Chairman Close

tensive publicizing of the show to encourage a record attendance.

Close revealed in first official show announcements that wholesalers who are not members of the sponsoring associations, but whose names are included on

recognized wholesaler lists published by automotive trade journals and other trade sources, will receive an invitation to apply for credentials to attend the 1950 show from the office of A. B. Coffman, show manager and secretary. In the event any whole-saler's name is not on the recognized lists, he will have the opportunity to write the Credentials Committee, c/o A. B. Coffman, 111 W. Jackson Blvd., Chicago, Ill., requesting an invitation to attend. Credentials then will be forwarded if approved.

Coffman, manager of the ASIS since its inception, announced the invitations to jobbers not members of the sponsoring associations will be mailed the latter part of August.

Attendance Qualifications

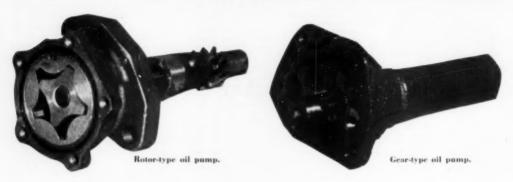
As in recent years, all nonmember wholesalers and invited guests (automobile manufacturers, etc.) will qualify for attendance at the show only during the last two days, Dec. 7 and 8. The first three days' attendance will be limited strictly to member jobbers of the National Standard Parts Association and Motor and Equipment Wholesalers Association—all of whom will naturally qualify for attendance, too, the last two days.

The latter two groups, together with Motor and Equipment Manufacturers Association, comprise the show's Joint Operating Committee, working in conjunction with committees and members of the Automotive Advertisers Council in the handling of publicity, decorations, show theme, etc.

Serving with Close on the JOC are A. E. Pouliot, vice-chairman, National Bushing and Parts Co., Minneapolis; C. P. Brewster, K-D. Manufacturing Co., Lancaster, Pa.; W. M. Hudgins, Koochook Company, Inc., St. Louis; C. Kleinsmith, National Carbon Co., Inc., New York; Frank K. Meyer, Joseph F. Meyer Co., Houston; Hal Miller, Womwell Automotive Parts Co., Lexington, Ky.; Ira Saks, Accurate Parts Mfg. Co., Cleveland; R. L. Smith, Pyrene Manufacturing Co., Newark. N. J.: Frank G. Stewart, Standard Automotive Supply Co., Washington, D. C.; D. H. Teetor, Perfect Circle Co., Hagerstown, Ind., and Erle A. Henderson, Henderson Bros., Sacramento, Calif.

Members of the Automotive (Continued on page 124)

SERVICE AND MAINTENANCE



Oil-Pump Service

When the oil pressure drops to the danger point it does not necessarily indicate a wornout or defective oil pump. In fact, the oil pump is likely to be the last thing to give trouble in the oiling system. It is not unusual for the oil pump to outlast any other moving part of the engine.

In spite of this we have known mechanics who would consider the installation of a new pump a sure cure for all low-oil-pressure jobs. In most cases after the pump had been installed and the engine brought to normal operating temperature, the oil pressure showed no improvement.

Low oil pressure is most often

caused by excessive crankshaft and/or camshaft bearing clearance. These are best checked by "pulling" the oil pan, attaching an oil-pressure tank to the engine oil system and testing each bearing for excessive passage of oil.

The oil-pressure relief valve is sometimes the cause of low pressure. However, the adjustment of this valve to compensate for other defects is not advisable, as adjustment to increase idle pressure usually results in excessive pressure at high speed and increased oil consumption.

There will be cases where the oil pump is actually at fault and should be reconditioned or replaced. When reconditioning is necessary the work must be done correctly and the specified clearances maintained.

The types of oil pumps used by most manufacturers are known as the gear type and the rotor type.

Servicing the gear type (Pontiac) (see Fig. 1):

1.—Remove oil-pump assembly. Clean thoroughly in solvent.

 Remove cover assembly from oil-pump body and remove oil-pump driven gear.

3.—Remove three distributor drive springs from distributor

By E. M. Lowery Technical Editor



September Issue: Horn Troubles

Next month Technical Editor Lowery will discuss what can be a noisy headache—horns. He will go into the details, including the horn diaphragms and vibrators. drive gear after removing wire retainer.

4.—Support pump body on bottom so as not to interfere with removing drive gear and shaft from body and insert a drift into the end of the distributor drive gear so it bears against the end of pump shaft.

5.—Use arbor press and press shaft out of distributor gear.

Clean all inner parts thoroughly, including relief valve in pump cover.

7.—Inspect pump body, gears and shafts for signs of abnormal wear which will be indicated by excessive looseness, scoring and grooving of housing or end cover. Replace any defective parts.

The oil-pump drive gear and shaft are furnished as an assembly; other parts are furnished individually.

When replacing the driven gear shaft in the pump body, the shaft should be pressed into the body so end of shaft is flush with the surface of pump body.

8.—Install driven gear and drive gear and shaft assembly in pump housing. Gears should be flush to maximum of .004" beyond end surface of pump body against which gasket fits.

9.—Support pump assembly or end of drive gear shaft; press on distributor drive gear so that distance between end of gear and pump body will be .002" to .006" when pump drive gear is fully

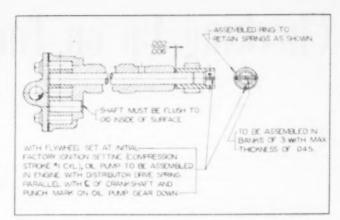


Fig. 1.—Gear type of oil-pump assembly (Pontiac).

seated.

10.—Install pressure relief valve in oil pump cover, using new gasket on spring retainer, and install cover on pump body, using new gasket.

11.—Install three distributor drive springs in distributor drive gear and install retainer ring so curved end hooks in hole in distributor drive gear and ring seats in notches in both ends of drive springs.

12.—Check to see that drive springs readily slip into slot in distributor shaft when end of shaft is piloted in distributor drive gear. (Caution: Do not at-

tempt to change pressure by changing length of relief valve spring.)

13.—Install pump, following in-

Servicing the rotor type (Chrysler products) (see Fig. 2): 1.—Clean outside of pump in

solvent.
2.—Remove cover and cover

gasket.

3.—Hold hand over cover opening and with pump upside down turn drive shaft until outer rotor slips out.

4.—Drive out straight pin which holds pump drive gear to

5.—Press shaft out of gear, then slide shaft and inner rotor assembly out of pump body.

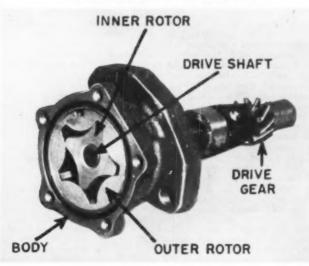
6.—Wash and clean all parts in dry-cleaning solvent and dry with compressed air.

7.—Match rotors together similar to the way they would be if in the pump, with one lobe of inner rotor pushed as far as possible into one of the corresponding notches of the outer rotor. Then measure clearance between opposite lobe of inner rotor and outer rotor. It should be .010", or less; if more than this, replace both

8.—Measure thickness and diameter of outer rotor with micrometer calipers. If thickness is .748", or more, and if diameter is 2.245", or more, rotor is satisfactory. However, if rotor measures less than these figures, replace it with a new one.

9.—Measure thickness of inner rotor with micrometer. If thickness is .748", or more, rotor is (Continued on page 97)

Fig. 2.—Integral parts of rotor-type oil pump.



Checking Up on Turn Signals

B. Lynn F. Snoddy

Turn signals, or direction indicators, as they are sometimes called, have followed the usual pattern of all devices for the comfort, safety or convenience of the car owner.

First they were extra equipment on cars in the higher price brackets, later a regular part of the car and are now appearing on those in even the lowest price class. All of which means we must learn something about this method of signaling a right or left turn without sticking an arm out of the window; that is, if we are to stay in business and service them as they come.

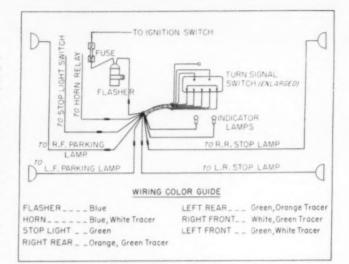
Actually turn signals are rather simple, but with most of them there is quite a bit of wiring and unless we have some basic knowledge of what it is all about, we may use up a lot of time before the trouble can be corrected.

The systems are of many types, all seeking the same result, but space does not permit the discussion of all of them here. This article will deal with that system used on the Ford product cars—Lincoln, Mercury and Ford.

It is regular equipment on Mercury and Lincoln but can be installed on the Ford, thus increasing the service potential in turn-signal work. The discussion here will be of that used on the Mercury, but since all three systems are identical except for such minor differences as location of fuse and flasher, any knowledge gained of the Mercury will apply equally to the other cars.

Briefly, the turn-signal system consists of the following parts: a fuse in series with the ignition switch, a flasher, switch, bulbs and the necessary wiring. Because the bulbs are housed in the front parking lamps and the twin tail lamps, double filament bulbs are used; thus the small filament burns in each lamp when the parking and tail lamps are "on"; the large filament only when the turn signal is operated.

A small lever just below the steering wheel operates a switch



Wiring of Mercury turn-signal system.

in the hub of the steering column below the wheel. Due to a sort of ratchet-and-pawl arrangement the switch can be turned on by the driver to indicate a right or left turn but is turned to the "off" position by the rotation of the steering wheel as the car again assumes a straight-ahead position. All this is mechanical and can be seen and understood once the steering wheel is removed, so we will pass on to the less-easilygrasped electrical operation.

To simplify parts and wiring this system uses the stop-light wiring and bulbs for the rear right and left turn signals. This is made possible by a cleverly-designed switch, a knowledge of the operation of this switch being necessary before we can thoroughly understand the rest of the turnsignal system.

To start with, suppose we trace the path of the stop-light current, for, since this goes through the turn-signal switch, it really makes the stop-light circuit a part of the turn-signal system and must be studied along with it. When the brake is applied the current flows across the stop-light switch and through the green wire in the steering-column

loom to the turn-signal switch.

With this switch in the center or off position, the current then flows across the switch contacts and leaves the switch by way of the rear turn-signal wires (one to the right, the other to the left large filament in the stop and tail

For instance, when the turnsignal lever is moved for right or left, the switch contacts are broken on one side for the stop light and made on the other for the turn signal. Thus, if the turn signal is made to flash for a left turn and the brake applied, the right lamp will act as a stop light and the left as a turn signal. Sounds complicated all right, but a close study of the switch in the insert should make it clear. The switch is serviced as a unit, repairs to it are not practical, but a knowledge of how it works is necessary to be sure when trouble is in the switch.

Suppose we flip the lever to indicate a left turn and trace the path of the turn-signal current. From the ignition-switch terminal it flows to the fuse on the circuit-breaker panel, through the fuse and the orange wire to one side of the flasher. (Earlier

models carried a fuse in a Bakelite holder between ignition switch and flasher.) From the flasher the current goes by way of the blue wire to the steeringcolumn loom, up the column to the turn-signal switch, across the switch and down again, going to the left rear stop lamp bulb by means of the green wire with orange tracer and to the indicator lamp in the speedometer and the left front lamp by the green wire with white tracer.

Moving the lever for a right turn, the path of the current is the same except it leaves the switch by way of the orange wire with green tracer for the right rear and the white wire with green tracer for the indicator

lamp and right front.

On the 1949 models the steering-column wires connect to the other wires with rubber-covered "bullet" connectors. This year's model is the same except all connections are in one Bakelite holder. At first glance such an arrangement may look like part of a telephone switchboard, but like colors connect together and if the color guide in the diagram is followed, it is impossible to go wrong.

It would be needless to expect such a system not to give occasional trouble, but a proper understanding of how it works plus a little head work will enable anyone to locate and correct the difficulty. With practice it is often possible to watch the action of the indicator lamps and gain a very close idea of the trouble. Barring some mechanical difficulty just below the steering wheel, most of the trouble will be due to shorts, bad grounds or loose connections which should be nothing new to most of us.

Trouble-Shooting Tips

Following is a list of some of the most frequent troubles with their remedies:

1.—None of the lamps on system flashes. Burned fuse, bad flasher or loose connection, seldom if ever in the turn-signal switch itself. To check flasher, disconnect blue wire at steering column and connect at least one No. 1154 or similar size bulb between blue wire and ground; if bulb flashes, circuit is okay that far.

2.—One indicator bulb (in speedometer) flashes abnormally fast (normal is about two flashes a second). Insufficient load on that side. Check front and rear lamps; one of them is sure to be not flashing due to bad ground, bulb or loose connection.

3.—One indicator bulb flashes too slowly. Too much load on that side. Check for possible shorts and grounds, poor connections or crossed wires.

 One indicator burns steadily when park lamps are on. Check park light ground on that

5.—Fuse burns out as fast as it can be replaced. "Dead short" or ground somewhere in system. Inspect visible parts of wiring for worn insulation. Trouble can be isolated in one part of the system by disconnecting, one at a time, the wires leading to right front, left rear, etc., temporarily blocking out the fuse for this check. The wires for the rear lead up the left front body pillar and through the roof of the car, so before condemning this part of the circuit remove the two windshield garnish moulding screws. One of them may be too long and touching a wire. If, with all wires except blue flasher wire disconnected, short is still present, it is obviously either at switch or in steering column loom, which will call for the removal of the steering wheel.

6.—Removal of steering wheel is best accomplished with a suitable puller, after which the turnsignal operating mechanism is easily accessible. After first re-

moving the horn contact ring, remove the long No. 10 screw at the bell crank pivot post, which will allow bell crank and switch lever to be removed. The switch is held in place by two self-threading screws. Their removal will allow switch and loom to be pulled out from the top.

Replacement of the loom is not quite so easy. The 1949 model slides down the slot in the steering column without much trouble, but the 1950 is a different story. The use of a small amount of clear tape to hold the ends of the wire together will greatly aid in working the loom down through the column on the latter model.

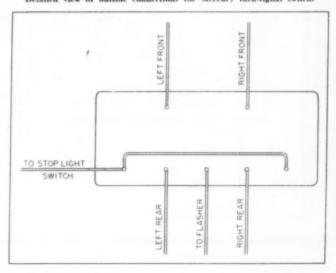
7.—Switch lever will not return to off position. Steering wheel may have been changed and notched sleeve left off of new wheel. When installing sleeve be sure to align notches with key way of wheel. Roller at end of bell crank may be applying too much pressure. Adjust pressure by bending bell crank.

8.—Lever will not stay in "on" position for either right or left turn. Bend lever as in No. 7 to apply more pressure to the mech-

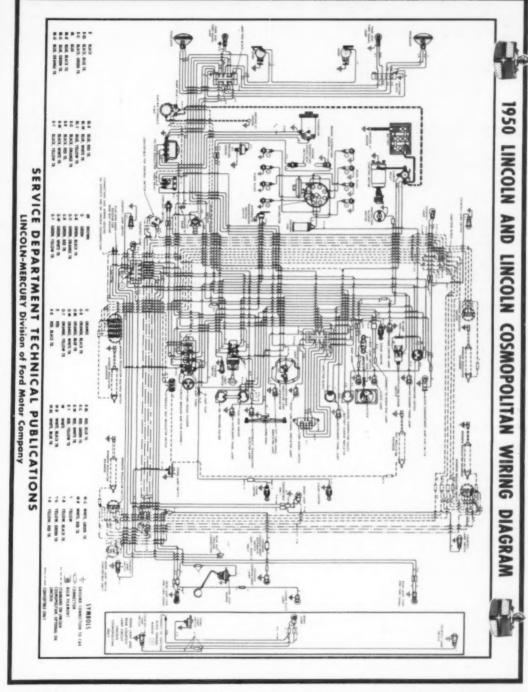
anism's roller.

Of course other things can happen to the turn-signal system, but a knowledge of the foregoing will give anyone a rather good idea of where to look for the trouble. Some of us might even get to be local turn-signal experts.

Detailed view of outside connections for Mercury turn-signal switch.



IMPRILIT BILLE E Dane of the second street 1950 MERCURY WIRING DIAGRAM SERVICE DEPARTMENT TECHNICAL PUBLICATIONS LINCOLN-MERCURY Division of Ford Motor Company IN. MACK 18. 1-41 84.4C, 81.47 Pt. 1-5 84.4C (ARBN TL. 8. 81.41 (Madel Tt. 8.4 81.5 ND. N. 8.4 81.5 ND. N. 8.4 81.4 WWIT TL. 5



WIRING DIAGRAM FOR 1950 LINCOLN AND LINCOLN COSMOPOLITAN

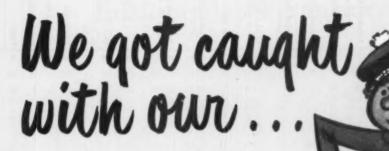
CURRENT PASSENGER-CAR SPECIFICATIONS Engine and Equipment

MARE AND MODEL	1	ENGINE													
	Std. Wheelbase	-	1	1	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL					
		No. Cylinders and Valve Arrangement	Bore and Stroke	Tarable H. P.				No. and Size Comp.	No. and Size Oil	Crankcase (qta.)	Air Cleaner	Oil Filter	Vibra Dampar	Carburetor	
BUICK 40 Special	1211/2	8J	3% x 41/8	30.63	115@3600	LB	5	20937			AC	Y	Y	St-C	
BUICK 50 Super (except	1	8J	31/4 x 41/4			LB	5	20937	1186 1187 1186	61/2		Y	Y	St-C	
BUICK Model 52	1251/2	8J	33% x 43%	32.51	124@3600	LB	5	20937	11878 11868		AC	Y	Y	St-C	
BUICK 70 Roadmaster (except Model 72)	/	.8J	31/18 x 45/18	37.81			5	20937	11878	8	AC	Y	Y	St-C	
BUICK Model 72	1301/4	8J	33% x 45%	37.81	152@3600	LB	5	20937	11875 11865	8	AC	Y	Y	St-C	
CADILLAC 61 CADILLAC 62 CADILLAC 60 CADILLAC 75	122 126 130 1463/4	8J 8J 8J 8J	3 ¹³ / ₆ x 3 ⁵ / ₆ 3 ¹³ / ₆ x 3 ⁵ / ₆ 3 ¹³ / ₆ x 3 ⁵ / ₆ 3 ¹³ / ₆ x 3 ⁵ / ₆	46.5	160@3800 160@3800 160@3800 160@3800	LB	5 5 5	20781 20781 20781 20781	11875	5 5	AC AC AC	N N N	Y Y Y	Ca Ca Ca	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115 115	6J 6J	3½ x 3¾ 3½ x 3½ 3½ x 3½	29.4 30.4	92@3400 105@3600		4 4	21237 11237 10932		5 5	AC AC	N1 N1	Y	RP	
CHRYSLER Royal & Windson CHRYSLER Saratoga & N. Y. CHRYSLER Crown Imperial	125½ 131½ 145½	61 8I 8I	33/6 x 43/2 33/4 x 43/6 33/4 x 43/6	28.36 33.8 33.8	116@3600 135@3200 135@3200	Ch	5 5	20937 20937 20937	21562	6	AC AC	YY	Y Y Y	Ca Ca Ca	
CROSLEY Model CD	80	4J	21/4 x 21/4	10	26.5@5400	G	5	20625	2155	2	AC	Y	N	T	
DeSOTO S-14 DeLx. & Custom	1251/2	6I	33/4 x 41/4	28.36	112@3600	_	4	20937	21562	5	b	Y	Y	Ca	
DODGE Coronet & Meadow DODGE Wayfarer	123½ 115	6I 6I	3¼ x 45% 3¼ x 45%	25.35 25.35	103@3600 103@3600		4	20937 20937	21562 21562		b	Y	Y	St St	
FORD & Custom 8 Cyl	114 114	18 18	31/6 x 33/4 3.3 x 4.4	32.5 26.1	100@3600 95@3300	G	3	2093 2093	2186 2186	5 5	Y	N ₁	Y	Own Ho	
FRAZER Std. & Man.	1231/2	61	35% x 43%	26.8	115@ 3650	K	4	20925	21550	51	AC	Y	Y	Ca	
HUDSON Pacemaker	119	61	39% x 37%	30.4	112@4000	Ch	4	2078	21875 .156	7	AC	N	Y	Ca	
HUDSON Super 6.	1237/8	61	3% x 4%	30.4	123@4000	Ch	4	2078	21875 .156		AC	N	Y	Ca	
HUDSON Super 8	123%	81	3 x 41/2	28.8	128@4200	G	5	2093	21875 .156	8	AC	N	Y	Ca	
KAISER Spec. & Del	1181/9	61	35% x 43%	26.3	115@ 3650	K	4	20925	21550	-	AC	Y	Y	Ca	
L'NCOLN Cosmopolitan	125 121	V8 V8	3½ x 4¾ 3½ x 4¾	39.2 39.2	152@3600 152@3600	G	3	20933 20933		6½** 6½**	AC AC	Y	Y	Ho Ho	
MERCURY	118	V8	33% x 4	32.5	110@3600	G	3	20933	2186	D	AC	Y	Y	Но	
VASH Statesman VASH Ambassador VASH Rambler	112 121 100	6I 6J	3½ x 4 3½ x 4¾ 3½ x 3¾	23.44 27.34 23.44	85@3800 115@3400 82@3800	Ch Ch	7 4	20930 20930 20930	21547	5 6 5	AC AC	N N	Y Y Y	Ca Ca	
DLDSMOBILE 76 DLDSMOBILE 88 & 98	11914	-	311/6 x 48/6 33/4 x 31/6	29.9 45.0	105@ 3400	LB	4 5	20937 2087	21875 11875	5 5	AC AC	N	Y	Ca	
PACKARD 8 PACKARD Super	120 127	8I 8I	3½ x 3¾ 3½ x 4¼	39.2 39.2	135@3600 150@3600	Ch	5 5	20233 20233	10935 10935	7 7	AC AC	N N	Y	Ca Ca	
ACKARD Custom	127	81	31/2 x 45/8	39.2	160(a.3600	Ch	9	-	10935	7	AC	Y	Y	Ca	
LYMOUTH P-19 DeLuxe LYMOUTH P-20 DeLuxe & Sp. DeLuxe	111	61	3¾ x 4¾ 3¼ x 4¾	25.35 25.35	97@3600 97@3600	Ch	4	20937		5	f	N	N	Ca	
ONTIAC 6	120 120	6I 8I	39% x 4 33% x 334	30.4	90@3400 108@3600	M M	4 5	20937	11875	5 5	AC AC	N N	Y	Ca Ca	
TUDEBAKER Champ 9G TUDEBAKER Cmdr. 17A TUDEBAKER Land C. 17A	113 120 124	6I 6I	3 x 4 356 x 434	21.6 26.33 26.33	85@4000 102@3200 102@3200	G G G	4 4 4	d 20937	11562 11875	5 6 6	AC AC AC	A Y Y	Y Y Y	Ca St St	
TLLYS Jeepster & Sta. Wag. TLLYS Jeepster & Sta. Wag	104 104	4F	314 x 414	15.6 23.4	72@4000 75@4000	G	3 4	2-1/2" 2-1/2"	1-3 ₁₆ " 1-3 ₁₆ "	4 5	HH AC	N ¹ N	N Y	Ca-Zn Ca-Zn	

ABBREVIATIONS

^{**-61&}lt;sub>2</sub> dry, 6 refill D-6 dry, 5 refill A-Accessory d-Top, 0987, Middle .125 I-L Head motor J-L Head Motor J-L

RP-Rochester
Products
St-Stromberg
T-Tillotson
V-Various
Y-Yes
Zn-Zenith



(DUE TO AN "UNDREAMED OF" DEMAND FOR ...

FINEST OF ALL THE SILICONES

"MORE...MORE...MORE" says the trade!
They've tried it...they've compared it,
and now... how they sell it!





Our initial production of this very fine product was a total of one hundred and ten thousand cans. Yet—we "missed the boat"; we reasoned that it would suffice for equitable distribution for at least thirty days, but...it was a "sell-out" in six days!

Now...we have four carloads of cans on the way, which means that we'll soon be "catchin" up" with our avalanche of hundreds of jobbers' back orders!

Don't cuss your jobber's salesman...cuss usl We can only say...as we borrow this slogan, "such popularity must be deserved"!

MAC'S SUPER GLOSS COMPANY . LOS ANGELES 42

CURRENT PASSENGER-CAR SPECIFICATIONS Timing, Battery, Brakes, Etc.

MAKE AND MODEL	_		Battery	7	Clutch Facings Brakes											
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (cas.)	Cyl. Head Bolt Ten- sion (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	/L	. 125	10	6	н	RV
BUICK 50 Super	15	25	d	d	13°b	x	19-23	65-70W	100N	13	Bb	.125	10	6	Н	R
BUICK 70 Roadmaster	15	25	d	d	14°b	x	19-23	65-70W	120N	17%	Bb	ne	use	d	н	R
CADILLAC 61 CADILLAC 62 CADILLAC 60 CADILLAC 75 CHEVROLET Styleline and	13-18 13-18 13-18 13-18	35 35	au au au au	au au au	24°b 24°b 24°b 24°b	31 81 81 81	19-23 19-23 19-23 19-23	65-70 65-70 65-70 65-70	115N 115N 115N 115N 115N	18 18 18 18	La La La La	.137		7 7 7	H H H	RV RV RV
Fleetline Sp. & DeLuxe CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35 35	06h	13h	1°a 16°b	34	17-21	70-80W	100N 100N	15 16	0		91/8		н	RV
CHRYSLER Royal & Windsor CHRYSLER Saratoga & N. Y. CHRYSLER Crown Imperial	20 18 18	35 35 35	08h 08h 08h	10h 10h 10h	12°b 12°b 12°b	341-38 27-301 27-301		EW EW EW	120P 135P	17 21 21	Bb Bb	.125 .125 .125	9½ 10	6 6	H	Pa Pa Pa
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	0	.125	-	4	G	A
DeSOTO 5-14 DeLx. & Custom	20	35	08h	10h	12°b	34}-38	1720	EW	114P	17	Bb	.125	91/41	62	H	Ps
DODGE Cor., Mead. & Way	20	35	08h	10h	8°b	341-38	17-20	EW	105P	15	Bb	.125	91/4	6	H	Pi
FORD & Custom 8 Cyl	14-16 24-26		13-15 9-11	17-19 13-15	5°b 11°b	26-28 35-38	17-20 17-20	65-70 65-70	90P 100P	22 17.3	L	.125	91/2	6	H	RV
FRAZER Std. & Man	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	. 125	91/4	6	H	RV
HUDSON Pacemaker HUDSON Super 6 HUDSON Super 8	20 20 17	32-45 32-45 32-45	08h	10h 10h 10h	714°b 714°b 1034°b	38	17-20 17-20 17-20	70-75W 70-75W 45-50W	100P 120P 120P	18f 19f 17f	0 0	.203	913/16 913/16 913/16	63/8 63/8	D D D	RV
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	131/2	Bb	.125	91/4	6	H	RV
LINCOLN Cosmopolitan	14-16 14-16		au	au	5°b 5°b	26-28) 26-28)	17-20 17-20	65-70 65-70	120P 120P	34½ 34½	L	.125 .125	10½ 10½	7 7	S	RV
MERCURY	14-16	24-26	11c	15e	10°b	26-28]	17-20	65-70	100P	221/4	Bb	.125	10	63/4	S	RV
NASH Statesman NASH Ambassador NASH Rambler	18-24 18-24 18-24	30 30 30 {	15 15 15h 16c	15 18 15h 18c	6°b 614°b 6°b	35 35 35	17-21 17-21 17-21	60W 70W 60-65W		14 17 11		.125 .125 .125	10	53/8 7 53/8	H S H	RV RV
OLDSMOBILE 76 OLDSMOBILE 88 & 98	20 12-17	40 30	08h	11h	5°b 14°b	35 22	17-21 19-23	60-70W 60-70W		$18\frac{1}{2}$ $21\frac{1}{2}$	Bb	.125	10	7	H	RV
PACKARD 8. PACKARD Super PACKARD Custom	15 15 15	27 27 27	07 07 au	10 10 au	12%°bU 12%°bU	Z Z 27	17-20 17-20 17-20	60-62 60-62 60-62	100P	18 19 19	L L L	.125 .125 au	101/2	6% 7 au	H H	RV RV
PLYMOUTH P-19 DeLuxe PLYMOUTH P-20 DeL. & Sp.	20	35	08h	10h	12°b	341-38	17-20	EW		15	Bb	. 125	91/8	61/8	H	Ps
PONTIAC 6 PONTIAC 8	20 22 16	25 25	08h 11-13	10h 11-13 11-13	5°b 5°b	34)-38 35 26	17-20 17-21 19-23	60W 60W	100N	15 18 201/6	Im		91/2	6 6	SS	RV RV
STUDEBAKER Champ. 9G STUDEBAKER Comdr. 17A STUDEBAKER Land C. 17A	20 22 22	22-27 22-27 22-27 22-27	16c 16c 16c	16c 16c 16c	15°b 15°b 15°b	39y 31-37 31-37	17-20 17-21 17-21	46-50W 80-85W 80-85W	100P 100P	10 13 ¹ / ₂ 13 ¹ / ₂	Bb Bb Bb	.125 .125 .125 .125	8 91/4 91/4	53/s 6 6	H. H.	RV RV RV
WILLYS Jeepster & Sta. Wag WILLYS Jeepster & Sta. Wag.	20 20	30 30	18 14	16 14	9°b 5°b	51 38½	17-21 17-21	60-65 60-65		11 9		.135	8½ 8½	51/8 51/8	H	RV

ABBREVIATIONS

BBREVIATIONS

L-10" on DeLx. with std. 3-speed transmission.

3-4" on DeLx. with std. 3-speed transmission.

5-6 eries 21: 22 and 86 Comm.

6-6 elf-dadjusting, self-centering and 10 cm a

Month after month ...

Studebaker dealers are cashing in on the biggest business-building slogan in all Studebaker history!



As high as 66% of all trade-ins on new Studebakers this year are competitive makes!

Studebaker is really rolling!

A HUSBAND IN KOREA

Don't be surprised if Bob and Jim DuPre, the Studebaker dealers at Anniston, Ala., make a special effort to try to get a new unit from their factory for delivery to a lady who stopped by their showroom last month.

It was at that time of the

month when a lot of brows were creased over the Korean situation. Her expression, too, was that of a person who is doing some serious thinking. During the conversation, as the dealers and the woman discussed the trade-in of the '47 Studebaker on a new one, she revealed that her husband was mixed up in the A column of informal comments about the automotive trade and its problems.

Korean picture.

This was just one of many examples of how the Korean situation had entered showrooms and used-car lots in many cases through the South.

KEEP YOUR TIRES!

A jobber in Anniston hit the ceiling on that same day. His fleet needed some new tires, so he called a distributor who had been supplying him.

"The distributor told me he had been having quite a run on tires and that while he had some. he was laying them by for some people who wanted them," related

the jobber. Boy! I told him he could keep his tires or do whatever he want-

ed to do with them, 'cause I wasn't going to buy them-ever again-from him."

In tires, too, like the run on sugar at some grocery stores, the move by the public toward hoarding had begun.

DON'T BELIEVE IT. EH?

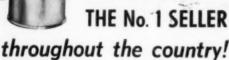
Those are some fantastic figures you're giving us about that almost-unheard-of record in beating your own monthly record for sales volume, the editors told President John H. Lander of Victory Motors, Inc. (Dodge-Plymouth), Atlanta, last month. (See page 66.)

How can we make 'em believe this thing really happened, he

was asked.

"If they don't believe it, then let them come in here and I'll show them the figures from our own books," replied the aggressive Georgia dealer.





Many operators prefer oil flares — and Anthes is their No. 1 preference. Rain, snow, mud and wind do not affect this dependable danger signal.

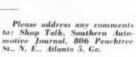
The Anthes line consists of seven models each designed to fit special requirements. The V-3 Motoflar shown here is a popular one. Write today for the Anthes catalog which contains data on Anthes oil and reflector flares and the entire Anthes line of Safety Equipment. You can profit repeatedly with Anthes.

ANTHES FORCE OILER CO. FORT MADISON, IOWA



OF SAFETY

. . . and proud to serve the safest drivers on the road!





For fast, comprehensive service on finest quality parts, your NAPA Jobber is the man to know.

• From his own stocks, your NAPA Jobber can meet the vast majority of your normal requirements on parts and supplies for cars and trucks of all makes and ages. Seldom-used parts your NAPA Jobber can supply overnight or quicker from the nearby NAPA Warehouse. There is no waiting for "shipment from the factory."

· And you can be sure of quality parts. All the NAPA

lines listed below are recognized by automotive engineers as meeting the highest standards of genuine quality. Many of them are widely used as original equipment. And through NAPA advertising in The Saturday Evening Post, your customers know the quality of NAPA lines and will accept them readily.

Add it all up. From every angle—better service, broader coverage, finest parts—it pays to concentrate your parts purchases with your NAPA Jobber.

is the largest Independent Parts

Organization in the Industry!

American Puritan united Monmouth Standard Charles

Brakeblok Puritan united Monmouth Standard Charles

Briggs Frecision

BRIGGS FRECISION

Soundmaster Allied DETROIT ZOLLNER PRICE OFFICE Thomson CELORON

ON Thomson CELORON

WISCONSIN Rew Britain MARTIN-SENOUR MODEL BELLERY FEDERAL SPICET

use a little more saleshis last month or so than an order to keep up our laales. The Bull-of-the-Woods said the little slump didn't amount to anything—just a case of the warm weather making our customers so lazy we had to remind them of the things they want to buy.

Maybe he's right, but I noticed we were dragging in a lot of our customers with older cars, which always happens when we have to





campaign a little to keep the boys busy. The older car owners are a business backlog we have been able to call on for extra business when we need it. They don't come in regularly, and we call them our "tough 10 per cent" for they know automobile repairs and prices and don't bite until there is a regular bargain.

They've been buying used cars for many years—and probably always will. They know plenty about choosing a car and they know what they have to spend to keep it rolling with no frills. The boss said he'd have to close the dealership if it weren't for them for they keep the new-car sales alive by cleaning away the used cars from the lot, and he insists that they be treated right.

We keep their service cards filed in a special cabinet and don't bother them with the usual 30-60-90-day follow-ups. Simply send them reminder mailings occasionally, and then when biz is slow we go after them for the specific needs we have noted on their cards. Sometimes it means real business when they decide the present car is good for a new engine or paint job, but usually they buy the partial overhaul ring jobs and the like.

They know exactly what we can do to an old engine and sometimes drop in for us to run a hone through the cylinders or inspect the pistons to see if the partial hone and piston expanding operation will put them in the running, or if it will take a rebore and new pistons. If the car is worth it, they may buy, or they may call in the used-car manager and trade for a better car on the spot.

The steering and frame department had a bad lag this month, so we promoted a lot of alignment work for the older cars. It's surprising what you can do to a sag-

THERE'S MORE PROFIT IN THE **COMPLETE** KING LINE

The King Line includes Pistons, Pins, Motor Bearings, Valves, Cylinder Sleeves, Water Pumps and Parts, Front End Parts and Shackles...all in one catalog from one jobber. That's real service!



KING QUALITY

"Building for the future on a 30 year record"
SAINT LOUIS 10, MISSOURI

PISTONS . PINS . VALVES . BEARINGS . WATER PUMP PARTS

BOLTS . BUSHINGS . SILENT-U SHACKLES . SLEEVES . WHEEL SUSPENSION PARTS

ged suspension system if you put your mind to it, and know you are going to skip the parts department but for just a few of the minor items like pivot pins and bushings. We can shim knee actions to compensate for frame cross member sag, and "trim up" the car with spring shims and re-arcing operations. Steering boxes can take more adjusting than some people think.

Our bargain paint jobs are really profitable when we can line up several days' business before we start the production line for straightening, feathering, sanding, painting and drying. Flocking the trunks and upholstery panels really shines up the old crates.

Our tune-up department can brighten up their performance considerably with the minor job.

The drivers of these older cars have more money for maintenance of their cars than they used to, and we are glad we haven't scared them off by high charges and estimates and by ignoring their needs. Boy, when we need

'em-we need 'em!

rs, Ed.

Plymouth Announces Carburetor Change

A CHANGE has been made in the size of the idle restriction of carburetor (Model D-642) used on Plymouth cars built during and after January, 1950, Plymouth Division's service department announced last month.

The size of the idle restriction was increased to give richer mixture at constant speeds, thereby eliminating the possibility of surge or uneven running. This condition, if present, is most noticeable at 18 to 22 mph, but may exist at speeds up to 40 mph

Carburetors on which the change has been made are identified by a stamping on the webbing located on the float-bowl cover. They are marked AO, BO, CO, etc. The letter preceding the "O" indicates month of manufacture, — "A" stands for January, "B" for February, etc.

On cars built prior to the change, it is possible to enlarge the idle restriction with a drill. The operation enlarges the restriction only .002 inch and therefore should be performed with extreme care. The drilling should be done by hand, using a 1.45 MM (.0571 in.) diameter drill.

The idle restriction of the carburetor should be drilled carefully by hand as shown in the il-



lustration. Blow out idle circuit.

It is advisable to properly tune an engine so far as ignition, valve timing and manifold tightness are concerned, to make sure that any uneven running is not caused by some condition other than carburetion, before reworking the idle restriction.

When assembling the carburetor, use a new gasket between the main body and the air horn.



New Cleaner-Conditioner for Better Repaint Jobs

BASHED-IN fenders, beat-up bodies—they all take to new paint better when you swab them with Oakite Compound No. 33, the new cleaner-conditioner that works three ways at once:

- · Removes rust
- · Removes oil
- · Prepares metal for painting

Oakite Compound No. 33 removes rust, heat scale, carbon smut, welding fluxes, oil and grease. Coats steel, cast iron, aluminum surfaces with thin phosphate base for better adhesion of paints, lacquers, enamels...protects against corrosion before and after painting...prolongs paint life. Particularly valuable for treating large surfaces: just swab or brush it on.

FREE details on request. Write Oakite Products, Inc., 52F Thames St., New York 6, N. Y.

OAKITE

SPECIALIZED INDUSTRIAL CLEANING

Technical Service Representatives in Principal Cities of U.S. & Canada

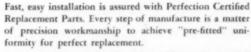


rate BOOKLET
... describes all phases
of cleaning generally
performed in service
shops. Filled with
money saving short
curs. Send for a copy.

YOU CAN STAKE YOUR REPUTATION ON PERFECTION!



"PRE-FITTED" PARTS FOR PERFECT REPLACEMENT



Over 28 years of manufacturing achievement, coupled with rigid standards of control and inspection, have achieved a reputation for dependability in PERFECTION products. Use of the finest materials, heat treating under scientific control, and precision accuracy throughout production assure continued high PERFECTION quality.

There is a PERFECTION jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

PERFECTION GEAR COMPANY . HARVEY, ILL.



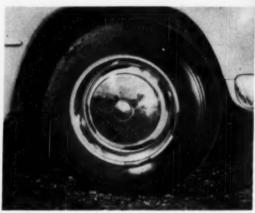
PERFECTION PRODUCTS INCLUDE: Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Cylinder Heads, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Rebuilders.

MAKE MONEY FROM YOUR WASH RACK

Get New Wash and Wax Customers

ADVANCE CENTURY WHITE SIDEWALL CLEANER
Cleans 4 Tires Gleaming White in 5 Minutes.

ADVANCE CENTURY TIRE SHEEN Gives a New-Tire Finish to Black Tires. Will Not Wash off or Turn Brown.





Get EXTRA PROFITS! Accept this Advance Century Offer! (Money-back guarantee) Order Advance Century White Sidewall Cleaner and Advance Century Tire Sheen, both of them, from your jobber today! Test them against any tire cleaners and paints you now have or have ever used.

Your jobber will refund your money if Advance Century White Sidewall Cleaner and Tire Sheen aren't superior in every way to any and all competitive products.

WE WANT TO HELP YOU MAKE MONEY

We couldn't afford to make you this offer unless we knew that everything we said about Advance Century White Sidewall Cleaner and Tire Sheen was absolutely true. We wouldn't want to make you this offer unless we knew that you would make real money out of it!

Advance Century White Sidewall Cleaner and Tire Sheen give your wash and wax customers something extra—and bring them back for more. Only through such extra services can you hope to build up the volume of business necessary to make money out of your wash rack and wax jobs.

USE

Advance Century No. 555 White Sidewall Cleaner. Liquid. \$2.00 per gallon, free brush included. Also available in quarts, 48c.

Advance Century No. 141 Tire Sheen. Black Liquid Concentrate. \$2.25 per gallon. SOLD ON A MONEY-BACK GUARANTEE

ORDER FROM YOUR JOBBER

Prices slightly higher west of the Mississippi

ADVANCÉ P. O. BOX

ENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

JOHNNY SAYS ...

"I Turned my Wash Rack from a Loser into a Winner.

You Can Do It, Too

I was losing money hand over fist on my wash rack. Labor and material costs got so high that it looked as though the only thing left for me to do was to quit wash-

ing and waxing cars.

And you know how many customers I'd have kept that way.

I sat down one day and figured out the reason I wasn't making anything out of washing and waxing cars. The reason was: I just wasn't trying to "sell" these jobs and build up volume.

Now the reason I didn't break my neck to "sell" wash and wax jobs was that I thought I didn't have anything to sell that the other man didn't have. But, then, an idea hit

Here's How I Started Making Money

First, I put up a big sign saying

"Monday through Thursday

free wash job if it rains within 24 hours after we wash your car. This offer good on the first five cars washed each day".

washed each day".

Well, mister, it was all good business. Sure, I had to wash a few cars over again — and were those customers tickled! They kept coming back again and again to buy something and to kid me because I got caught. And they're still coming back.

This certainly gave that slow "first of the week" business a shot

in the arm.
All You Need to Offer Is a Well Done Job.

Of course, there's one more thing that you have to do if you're going to succeed. You just have to do a good job, fast, and that calls for good products. I use the comolete line of Advance Century Wash Rack Products. For example, that Advance Century No. 761 Weshing Powder is a marjing. Care dry in the Advance Century No. 761 Weshing Powder is amazing. Cars dry in the shade without leaving water spots. And, man alive, when it comes to White Sidewall Cleaner. Advance Century really has it. I'll bet you my last nickel that there isn't a white sidewall cleaner on the market that can touch it. That's number 555 White Sidewall Cleaner. Order these Advance Century Products these Advance Century Products from your jobber today. Let them help you turn your wash rack from loser into a winner inst as they belped me.

And keep this in mind, fellows: I'm paying \$5.00 each month for the best idea on how to increase service station business. Send in your idea. You may be our next month's

Be Seein' you Johnny"

Servicing Oil Pumps

(Continued from page 81)

satisfactory. If thickness is less. remove it and assemble a new rotor to shaft.

10.-Slide rotors into pump body.

11.-Place a straight - edge across the pump body between the screw holes, using a piece of feeler stock; measure the clearance between top of rotors and straight-edge. It should measure .004", or less; if more, replace the pump body.

12.-Press the outer rotor to one side against pump body and measure the clearance between the rotor and body at the opposite side. It should measure .008", or less; if more, replace pump body.

13.-The cover should be smooth. If scratched or grooved, replace it. Lay a straight-edge across inner surface of cover and try to insert a .001" feeler gauge between the cover and straightedge. If it can be inserted, replace the cover.

Assembly:

1.-If a new inner rotor is to be installed on the drive shaft, press the rotor on until the end of the shaft is flush with the face of the gear.

When pressing a rotor on to the shaft, be sure that it is square with the shaft. Drill a pin hole, using a 5/32" drill, and install

2.-Slide the shaft and rotor assembly into the pump body.

3.-Press the drive gear on the shaft until there is an end play in the shaft of from .003" to .010". Press rotor down in body and measure clearance with feeler gauge. Install pin, peening over both ends. If pin holes do not line up, drill a new hole through gear and shaft, using a 5/32" drill. (Drill hole at right angles to original hole.)

4.-Slide the outer rotor into place in the pump body.

5.—Install new cover gasket. Install cover and tighten screws down evenly.

Most visual problems of automobile drivers can be corrected by modern optometric visual care, according to Dr. John B. O'Shea, president of the American Optometric Association. This is true despite the fact that 45 per cent of all drivers have visual problems that may make them dangerous on the highway.

Push-Button Operation Of Pipelines Begins

NEW type of pipeline pumping station in which pumps may be started and stopped, valves opened and shut, and reports made automatically on operating conditions, all at the will of a man 850 miles away, was put into operation last month by Shell Oil Co.

D. B. Hodges, Shell's vicepresident in charge of transportation and supplies, dialed code numbers on a telephone dial attached to a teletype machine situated on the thirty-fifth floor of the R.C.A. Building, New York. Seconds later, pumps were in operation at four new stations in New Douglas, Effingham and Dennison, Ill., and North Salem, Ind

These stations, together with several others of an earlier type of construction, are situated along a products pipeline extending from the refinery at Wood River, Ill, near St. Louis, eastward to Lima and Columbus, Ohio. Unlike a crude-oil pipeline which handles only a single liquid, this line is equipped to carry to market up to 22 different finished petroleum products, pumped

through the line one after the

Movement of products through these stations is directed from a point hundreds of miles away. Electrically - controlled pumps start and stop upon receipt of signals transmitted via teletype, and electrically-motivated valves are made to open and shut in the same way. The most uncanny feature of the system, however, is a set of meters which report to New York via teletype the suction and discharge pressures and electrical load of each station any time the teletype dial on the New York end asks for this information.

One man is assigned to each station to perform routine upkeep and maintenance, and to operate by hand any of the controls, if necessary. A siren is provided to summon the attendant in the event of such a neces-

The average automobile driver has 20/28 vision, according to the American Association of Motor Vehicle Administrators. This means that he reads letters on a test chart at 28 feet which he should be able to read at 20 feet.

Beat His Goal by \$352,000!

(Continued from page 67)

Lander announced then that he would set up cash prizes totaling \$1,000—\$600 for employees of the department which exceeded its predetermined quota by the greatest percentage and \$200 for the next highest department. The remaining \$200 went into a parimutuel betting fund so that employees could bet on any department which they thought would win the contest, with bets ranging

from 25 cents to \$5. This latter feature was especially popular, as it permitted employees to enter the campaign with their own funds and therefore take an even keener interest.

Department heads set up committees to study twice a week the doings of their own departments. Meanwhile, a comparative table was brought up to date daily to show the standings.

And in each department a "strato" chart was set up on an easel with toy jet planes, appropriately labeled after each department, to indicate the relative standings of departments as they climbed higher in the "strato-volume" clouds.

There was a trophy, too, to be left daily—with appropriate ceremony—with the department head leading the pack. But, much to the chaptin of some employees, there was also the "whiffle-bird," who roosted with the department tagging along at the end.

"I never dreamed that we would succeed so well in this campaign," said Lander. "When I heard the details, I merely said that if June did turn out to be a good month, then I'd provide \$1,-000 in cash prize money. We had never quite reached a million dollars in volume for any month since Victory was created in March, 1942, so I naturally hoped we might hit that mark. Not only did our gang hit that peak, but it went 35 per cent beyond it.

Contest Cost \$1,300 Plus

"The contest cost us the \$1,000 in cash prizes plus a hundred dollars or so—not over \$200 or \$300—for posters, stickers and other small items used to make our employees constantly conscious of the campaign.

"In return for this \$1,200 to \$1,-300 plus the small cost of stepping up our monthly direct mail from 10,000 pieces to 20,000 for that month, we got back more than \$700,000 in additional gross volume, if you compare the June, 1950, total with our gross volume of \$639,590.61 in June, 1949, which was a fairly-normal month. Draw your own conclusions as to how successful we think the campaign was!

"Let me give you an example or two of how this thing caught on and fired our employees.

"In the parts department we found our men selling each other accessories, such as seat covers, which they were putting on their own cars. I went in there once and they tried to sell me a radio, even though I had a radio. Most of that was going on the last few days of the contest.

"The used-car department somehow got hold of the janitor of the new-car department and sold him a car. Not only that, but they convinced him so thoroughly they were going to win the contest that he bet some money on the used-car department. Then when the new-car



Pennzoil backs you up all the way. It gives your customers performance—quick-starting, smooth-running engines. It gives them protection—safeguards against sludge, varnish, corrosion. Best of all, it lasts longer, grade for grade. Made from the finest 100% Pennsylvania crude with unmatched solvent-refining and dewaxing. Powerfully advertised . . . fast selling . . . worth investigating!

THE PENNZOIL COMPANY

Executive Offices
Oil City, Pa. - Los Angeles 15, California



Interest in Victory Motors' contest spilled over into neighboring Alama, as shown by this card from an official of Birmingham's Liberty, Motors (Dodge-Plymouth) to his friend Harry Mayer, truck-sales manager who had to "nursemaid" the "whiffle-bird" as a penalty for trailing in the contest.

department, which won the contest narrowly, received the \$600, the janitor got his share—\$6—of that pot. The janitor shamefacedly admitted what he had done and said he felt mighty low about it, since he was getting cut in on the melon won by the janitor's own department!

"With the exception of the truck department, which was handicapped by inability to get deliveries for waiting orders, other departments were in a nipand-tuck battle throughout the month. For example, the usedcar department was leading by six percentage points at the end of business June 29. A smashing last-minute drive by the newcar, service and parts departments dropped used cars into fourth place, however, on the last day!

Why Stop the Contest?

"Someone asked why we didn't keep a contest like this one going all the time. I replied that if we did, our employees would really crack under the pressure."

But Victory did conduct throughout last month an intradepartmental contest in which groups within each department competed against each other for cash prizes. For example, for the service department, it was a case of the paint shop, body shop and main service department trying to outstrip each other, based on pre-established quotas. The enthusiasm of the preceding month apparently continued to linger as Service Director Ed. M. Lowery reported some new records established, including one day in July when the highest number of repair orders in a single day-185were written up.

"We didn't want to drive on at top speed," commented Lander, "but we did feel that by setting up the intra-departmental contests we could keep employee interest alive and not let our employees feel that we were no longer interested in holding sales high in every department." Dear Barry

June 20, 1950.

Just been advised by a mitual and reliable friend that you are being annoyed, if not suffering, from "whiffle-bird" trouble. In case this is correct and you are at a lose to know just what remedy to apply, believe me I have some of the best bird seed you can obtain anywhere; in fact, I have a corner on this particular brand. Let me know if you need a sample or any amount you night desire. Just remember the old slogan, "A friend in need is a friend indeed" and call on me. Jour pal,



Preventive Service

(Continued from page 62)

of the front-end assembly and why it would not be safe to replace one old part and leave another untouched, he saw the light.

Several weeks later this same man came by the shop simply to let us know that the job had turned out fine and that he had not had any trouble.

Both of these displays, we feel, help us to show the customers that we are trying to be honest with them in keeping their cars in safe condition. These displays impress on them that we want them to know more about their cars and that when they pay for repairs, we are ready to help them to understand exactly what was done and why.

The big board with many wornout parts on it is located beside the service desk and next to the door leading into the customer waiting room. That puts it where it should get the maximum amount of attention from our trade. It's a convenient spot to which we can turn when the customer is asking questions while debating whether he thinks the job should be done.

There's no doubt but what some automobile owners have from time to time felt that they have been taken advantage of by some repair shops, and we know from our experience that these displays have helped us to begin restoring the confidence of a small percentage of the public in the automobile repair shop.

This is no panacea, as we said earlier, but this is a move along the right road. At the same time these exhibits have made it possible to sell jobs which might not have been sold and simultaneously make the customer a bettersatisfied customer. The cost to us has been a little time in preparing the displays and the loss of some small change which the junkman would otherwise pay for the worn-out parts!

Korean War Spurs Demand

(Continued from page 64)

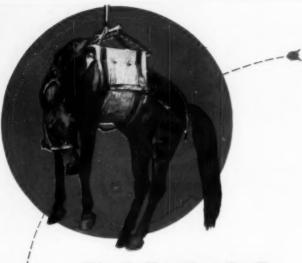
over-allowances. He said that when he politely informed one of his big fleet accounts of 19 years' standing of this change, "They told us they didn't care about that but wanted to know when they could get the units they had just ordered!"

From the jobbers' viewpoint, President James C. Parker of Motor Parts & Supply Co., Inc., Mobile, Ala., who is also president of the international Motor and Equipment Wholesalers Association, said:

"From the standpoint of stock and inventory, the situation isn't too bad as a result of the Korean situation because people are just naturally limited in what they can buy by the amount of available cash.

"There has been a good bit of scare buying in the Mobile area, and it accounts for an increase of about 12 per cent in our volume over the same period last month—and the increase is mounting.

"There has been a run on items which our customers remember as being in short supply during the last war. For example, dealers have stocked up on wet batteries and it has reached the point that a shipment of tires is sold just about as fast as it is received. It's all scare buying and there's no sense in it, because in the event of a war for our very



Worth Hanging On To

Anything you can get hold of that helps cut maintenance and operating costs these days is worth hanging on to. Thermoid Pre-Stretched Fan Belts, for example. Pre-stretching prevents slipping—checks fan belt failure before it starts. To show how effectively the Thermodized Pre-Stretching Process assures perfect fit and tension at all times, the weight of a 1500-pound horse was suspended from a Thermoid Pre-Stretched Fan Belt. The belt was then returned to service in the car from which it had been taken and it worked perfectly at the original adjustment. That's why Thermoid Fan Belts are a "horse of a different color"—they last longer, work better, cost less in the long run. Specify Thermoid for superior performance under all operating conditions.

One Line-The Top Quality Line



Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

Thermaid Company . Trenton, New Jersey

existence, the government is going to impose rigid controls and there's not going to be any profit out of this situation for anyone or any firm.

"Related items made of metals, such as copper, lead and body solder, have been involved in this demand. We, however, haven't found any orders from our suppliers held up by their inability to supply us due to any new condition.

"In our own planning, we'll probably order some fast-moving items in quantity to last us around 120 days where we normally would order for only 60 days, but many other companies can't do this where they don't have the ready cash.

"Some companies have gone to their banks asking for loans in order to increase their inventories, but they're getting turned away because banks don't want to tie up money and then perhaps find that a changed situation comes up to slow down the movement of the goods from the shelves."

He Solved Parking Knot (Continued from page 77)

ly from the rear, where a doorway already existed.

"A customer may enter from one of our principal thorough-fares," explains Hudson. "This is State Line Avenue, with Arkansas on the other side and Texas on this side. But even if that entrance should be closed—and I don't believe it ever will be—our drive-through would still work because it can be entered from the alley."

Entering the store from the rear the customer normally drives to the front adjacent to the counter; and he cannot get out without first attracting attention of the counterman because the electrically operated door is at the partly-open position. When the transaction has been completed, the door rises when the counterman pushes the right button to open it.

Costs included knocking out the curbing and installing an inclined driveway. But most of the expense is represented by the sectional overhead door, operated by an electric motor, and the installation of this equipment. Another item of cost was in removal of a section of plate glass and the remodeling necessary to convert that section into a doorway. "A number of customers have asked us the same question," Hudson reports. "They want to know if they aren't likely to get locked in here on those occasions when the power supply fails.

"The answer is that they won't get locked in. We anticipated that emergency. If the power should fail, the door can be manually operated. The service won't be as fast as we get by pressing a button, but it won't be such slow service. The door is light and easy to handle."

AC Spark Plug Names Holmes and Hanlon

A PPOINTMENT of Alpheus S. Holmes as manager of the Pacific Coast region of AC Spark Plug Co. has been announced by John C. Hines, general manager. He succeeds the late Eugene B. Powell.

Edward F. Hanlon, formerly zone manager in the eastern region, has succeeded Holmes as manager of the eastern region of AC Spark Plug.



MASTER BRAND MEANS PROFIT

ORDER YOUR BEARING NEEDS NOW!

They Found Them Unsafe (Continued from page 63)

checks were made in every county and city in the state. Cars which passed every test were given windshield stickers signifying safe performance.

The final tabulation showed that 75,167 passenger cars and 21,880 trucks were checked. From this number of vehicles a total of 56,683 defects were found, some individual vehicles having as many as five or six.

The cars were checked for brakes, lights, reflectors, tires, steering, muffler and exhaust system, windshield wipers, glass, horn and rear-view mirror. Trucks were given the same check, plus an additional check for flags and flares.

Greatest single defect was the lack of stop lights—considered a damaging factor in the number of night accidents. A total of 7,769 cars and 4,027 trucks were found to have this fault.

Rear lights ran a close second

with 3,984 cars and 2,293 trucks being found defective. Headlights fared but little better, with 3,282 cars and 1,526 trucks at fault.

An additional 2,323 trucks were found to have defective clearance or marker lights and 4,075 had faulty reflectors.

Probably the most amazing thing about the entire campaign was the number of vehicles found to have faulty brakes. This factor runs second only to speeding as the greatest cause of Florida accidents.

Patrolmen counted 2,255 passenger cars and 856 trucks that had this fault. The degree of the defect ran from some brakes that needed only slight adjustment to

BUILD NEW BUSINESS... BOOST YOUR PROFITS?



Service Master Hypressure JENNY Combination Steam Cleaner and Cooling System Flusher, with built-in Steam Thora-Purge.



The minute you put these two profit-partners to work for you, you'll have dozens of extra-income services to offer your customers—services that will bring new customers in and keep them coming back. You'll have all the advantages of Hypressure Jenny for steam cleaning auto motors, front-end grille work, springs, frames, under-chassis areas, plus many other jobs that bring \$12 or more extra profit an hour. And in addition you'll have marvelous Steam Thoro-Purge for reverse-flushing clogged

cooling systems.

With Steam There-Purge, you can increase your business as much as \$10,000 a year on cooling system cleaning alone.

You'll make still more money by saving time, labor and expense cleaning shop equipment, tools, driveways, walls, windows, etc. 10 times faster than by hand methods.

If you're looking for something to build new business . . . boost your profits, here it is!

> The FREE BOOKLET, "1001 WAYS TO EXTRA PROFITS" tells all about it. Write fer it today!

HYPRESSURE JENNY DIVISION HOMESTEAD VALVE MANUFACTURING COMPANY

Serving Since 1892"

P. O. BOX 99

CORAOPOLIS, PA.

Here's Your Market!

Study the figures uncovered in the safety check in Florida, as related here. Allow for new cars. Then figure that about the same percentage of the remaining registrations in your area need the various repairs mentioned as the Florida patrolmen reported. The result will show you just about the potential for "safety" repairs in your area.

vehicles with almost no brakes. All were declared unsafe for driving.

There was an even greater number of defective emergency brakes. Cars with this fault numbered 3,221 and the tally of trucks was 1,321.

Faulty or non-operative windshield wipers totaled 3,476, including 2,335 cars and 1,141 trucks. Horns that didn't blow were found on 1,683 cars and 1,-074 trucks.

Tires unfit for driving were found on 943 automobiles and 406 trucks, and 1,298 vehicles were tagged for defective glass. This included 874 cars and 424 trucks.

Faulty steering mechanism was checked on 404 cars and 230 trucks and no rear-view mirror was found on 997 trucks and 429 automobiles.

In addition to the safety check, patrolmen found 7,527 vehicles that did not have a tag light. While this can not be considered a serious safety factor, it is considered necessary for identifying license-tag numbers at night.

During the six-week check 57,-939 cars and trucks received the windshield sticker indicating they were safe for driving. Florida had a total vehicle registration of 962.941 early this summer.

The safety drive had the full support of Florida's safety-minded Governor Fuller Warren. He pointed out that no less than 82 persons have died on state highways in the past two years as a result of mechanical defects.

Kirkman said that the fatal accidents were among more than 2.400 mechanical-defect mishaps. adding that these accidents represented a \$5,000,000 economic loss.

Could Have Saxed Lives

"With this amount of money, the state could have set up an effective motor-vehicle inspection program," Kirkman said. "This would have helped prevent the needless loss of those 82 lives."

The highway safety check and formation of the Governor's Safety Council came as a result of an alarming number of deaths on Florida highways. Through May of this year, the year's total was 381, or 62 more than the 319 reported in the first five months of 1947-a record year which saw 786 persons die.

Warren, Kirkman and other state officials have made it clear they will not sit back and watch this alarming figure grow.

The safety check itself resulted in the arrest of 187 persons in the first month. A total of 122 were found without a driver's li-

Ten vehicles were found with improper license tags, five arrests resulted from unathorized persons driving and five more from having improper braking equip-ment. Thirteen persons were arrested for having no brakes whatsnever!

Other arrests included: reckless driving. 2; runaway boys, 2; public drunkenness, 1; driving while intoxicated, 3; defective equipment, 3, and driving while license revoked, 2.

Ringing Up Ring Jobs (Continued from page 71)

may fall into in running all kinds of specials, Rose said. It confuses the customer. One day the price is as much as 33 per cent higher than another. This type of promotion makes the customer price-

"Suppose we offer a ring job for \$50.73, advertise it and then, all of a sudden, put the price up to \$77," said Rose. Then what happens? We have arguments with the customers. They didn't understand the special price was limited to a certain time.'

This places the garageman in a precarious position. He can't afford to offend a customer. And neither can he have two prices.

"We have found," Rose concluded, "that by remaining with one special that involves a net return of about \$20 we can well afford to continue the one special.

"Featuring a special when there is no profit in it-just to feature a special-is, we think, time and money misspent. A special that involves a saving of some \$25 to the customer-and still shows a net profit of about \$20 to the shop-can run on profitably without thinking of discontinuing it on some later date."

JOBBERS WANTE

JARRETT'S WITE-WALL IS ON THE MOVE! Its manufacturers want well-rated jobbers throughout the South to get on the bandwagon. Volume is excellent, profits are sound. Demand is healthy and steady—the market is there.



JARRETT'S WITE-WALL

- · Penetrates stains, scuffs, fifth
- Cleans on contact
- Costs less than Ic per tire
- Creates brilliant whiteness without effort.
- In handsome resale pint & quart
 jars, plus gallon cans for the trade
- Exclusive, safe formula
 Fully guaranteed, backed by product liability insurance

This remarkable white sidewall tire cleaner is the most-wanted product of its kind ever marketed. Hundreds of testimonial letters from car owners, dealers and jobbers prove every claim of performance.

Advertising at the consumer and dealer level has created such persistent demand for Jarrett's WITE-WALL that jobbers have already climbed on the bandwagon by the hundreds. Jarrett's is stepping up its already extensive promotion program to tell the remarkable WITE-WALL story to every owner of white sidewall tires.

WRITE AT ONCE FOR FULL DETAILS

CECIL H. JARRETT CO., INC.

Manufacturers . Newton, North Carolina





Selling Radiator Jobs

(Continued from page 70)

mechanic's wages to do a helper's work and are forced to compete with prices of other shops, you are going to wind up with a short net profit, plus the grief that goes with the turnover of help, Daniel said

"One-day service is the all-important selling feature today, Daniel said. "And the shop must be modernly equipped to do creditable work in a limited amount

of time. That's obvious.

"Redesigning the shop in order to eliminate backtracking is a sound investment. In a short time the cost is absorbed in labor costs alone and the added convenience that affords prompt service continues paying off month after month."

Program Sells Used Cars (Continued from page 68)

owner, who was most familiar with the car's performance on the road, rated the car was of prime importance to used-car buyers. The name came almost spontaneously-"Owner-Rated."

What could have been better? It was precisely what the usedcar buyer wanted to know, what he would most certainly attempt to find out before he bought a used car. How many miles did the previous owner get out of a gallon of gas? How much oil did the car consume? How was the steering mechanism? What about the pick-up? Was it dependable? The answers to these questions are right in our file for they are the first ones asked of the salesman when a man has found the car that appeals to him.

Accordingly, we drew up a Logan "Owner-Rated" warranty in which we obtained a signed statement from the seller which we pass on to the new buyer when the car is sold. Customers are greatly impressed with this certificate. We hear that they show it to friends and neighbors, frame it sometimes for all to see. It is the best kind of advertising we can get.

Statement Helps Salesmen

We find that the signed statement helps our salesmen tremendously. The customer doesn't have to take the word of the salesman. Here it is down in writing by one who really knows.

We have done the initial spade work for the new buyer. We were concerned enough to take the first steps to reassure him he is getting the car he wants. We got him the facts and he may call the previous owner for further check-up.

We find that using "ownerrated" in our advertising has served to educate the public as to what to look for in a used car. It teaches him that make or appearance are no index to value. Printing a copy of our warranty with our ad, we teach him what to check before he buys. It eliminates the chance element in usedcar buying.

Naturally we are well pleased with the plan and its results. In '49 we sold 2,500 used cars for a dollar value of \$2,300,000. Not a single car was in stock over 30 days. We have been able to maintain the same pace the first third of this year and anticipate selling 2,800 used cars. Moreover, by keeping "owner-rated" before the



You will have more business because you can easily sell these NATIONAL low-cost, preventive repairs at the first sign of lubricant leakage, noise or withoration around the "U" Joint, ball-housing and ball seet, Unique NATIONAL PARTS restore cars and trucks to their original fine operating condition.

And, lower-cost NATIONAL repairs can be sold when major reggirs might otherwise be put off indefinitely. You can handle more jobs because NATIONAL parts and assemblies can be installed without touring down the differential. Multiply YOUR profits with the NATIONAL Line

DRIVE SHAFT BUSHING & SEAL ASSEMBLIES Pat. No. 2,403,520

Saves Buying A New Drive Shaft. Repairs Worn Drive Shaft & Seel. Can Be Installed In One Hour Without tearing Down Differential.

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every fransmission and "U" joint repair job.

- Provides Greater Bearing Sur-face
 Staps Excessive Vibration and
 Whipping in Drive Sheft caused
 by Loose Bearings.
- Prevents Dilution of Diff Lub-ricant, Due to Trans. Oil Leaks.

Now 6 Different Bushings to Fit All Models. For most Chevrolet Cars and Pickups, 1930 to 1930; Pontiac Cars 1933 to 1936; and most GMC

Other Parts in the National Line Include:

- 2. DRIVE SHAFT HOUSING REPAIR UNIT K-400
- 3. "UNIVERSAL TRANSMISSION CASE BALL SEAT
- 4. UNIVERSAL JOINT BALL HOUSING KITS

Dependable performance assured—National Parts & Assemblies are the products of sound engineering and precision manufacturing. Sold Nationally by Leading Automotive Wholesalers.

Write or wire for full information





TIONAL MACHINE WORKS, INC

OKLAHOMA CITY T. DELA

public, we have been able to reduce our advertising budget by

50 per cent.

Of course, we have our own rating of the car alongside of the seller's. The Logan check list includes brakes, lights, horn, windshield wiper, wheel alignment, motor, ignition, transmission, differential, clutch, motor, etc. As a matter of fact, we ran another contest for a slogan to cover the double guarantee we were giving with every car. From that emerged the winning slogan that we now use:

"Owner rates, so do we,

That's Logan's double guarantee."

That slogan got the winner a new Ford car.

It took lots of hard work finding a name and working out a plan that would give a customer some basis to go on in buying a used car, but we feel it was very much worth it.

Million Examination Papers Handled by Plymouth

More than one million examination papers have been written in the Chrysler Corp.'s master technicians' service conference, the educational program through which service men in dealerships selling the Plymouth car learn factory-approved service methods, it was announced last month by W. B. Rice, director of service of Plymouth Motor Corp.

Writer of the one-millionth paper was Glenn Ashby, a veteran of 30 years in the automobile service business and for the past 13 years a service department employee at Tremont Auto Sales, Inc., Chrysler-Plymouth dealership at 6040 Cottage Grove Ave., Chicago, Ill. One of 62,000 service men throughout the United States and abroad who are studying under MTSC, Ashby enrolled in the program when it started nearly three years ago. Despite his long experience, he said he finds the course to be "a great help in my work."

"You never get too old to learn, and there's a lot to learn about in the automobile business," Ashby said. "Times change and the cars change. We need a course like this to help us keep abreast of things."

The program, which has been made available to many vocational schools and has been translated into several foreign languages for use in dealerships and abroad, is aimed at making master technicians out of good service men by continual study.

Army Increases Order For "Eager Beavers"

REO Motors, Inc., announced last month that a new contract, under consideration for some months, had been signed with the Ordnance Department, U. S. Army, for the manufacture

of about 3,900 additional "Eager Beaver" trucks at a cost of approximately \$24,000,000.

This was in addition to the initial \$31,000,000 order Reo received last year for some 5,000 "Eager Beavers." Pilot models of the new 2½-ton, 6 x 6 vehicles recently completed winter-long tests at various Army installations. Reo is now in production on the first Army order.

All of the vehicles are to be powered by Reo's new Gold Comet gasoline engines.



Turn this stock over a half dozen times during the year, and you have a net profit of \$139.80 from parts. Add to this the labor return on installations—the customer following which comes with recognition that you have quality parts, accurately classified and instantly available to meet emergency requirements—and you see why we say that your Shurhit Assortment, large or small, is the most profitable item in your shop.



SHURHIT PRODUCTS, INC.
Waukegan, Illinois



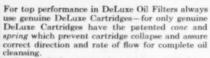
Shurhit Assortment cobinets are all steel. They never become absolete because the smaller units the intention to the larger ones as your requirements grow. There's a Shurhit Assortment to meet every needing prices ranging from \$3.495 to \$2.18,3



NOW YOU CAN GET WALKER

Genuine DELUXE * CARTRIDGES

FOR YOUR DELUXE OIL FILTERS



Genuine DeLuxe Cartridges (made under DeLuxe patent No. 2,168,124) are now available in the Walker Oil Filter line in the four basic sizes: JC, CU, SD and DF.

Don't accept substitutes. Year after year the great majority of Maintenance Awards Winners use Genuine DeLuxe Cartridges. Year after year, nationally-known truck and industrial engine builders recommend and use DeLuxe Cartridges.

*DeLuxe Products Corporation is a Division of the Walker Manufacturing Company of Wisconsin





WALKER

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

"3-Dimension" Filtration STOPS "DANGER DIRT" STOPS "DANGER MICRON! TO 2/10 OF ONE MICRON!

Keeps Oil Cleaner between Oil Changes

pass. It combines into one cartridge the three basic essentials of good filtration—surface, depth and progressive—multiple filtration to take out

Walker "3-Dimension" Filtration actually removes abrasives as small as 2/10 of one micron—gives engines a 25-to-1 safety factor over the danger size of contaminants.

Here's proof of how thoroughly Walker Oil

Filters remove dust, dirt, metal particles and

other engine-made abrasives from the oil stream

... proof that Walker keeps oil cleaner in the

critical period between oil changes.

Only Walker has "3-Dimension" Filtration because Walker alone has the patented *Laminar* construction. It can't channel . . . it won't byCertainly you should sell your customers a periodic oil change to protect against oil oxidation, dilution and deterioration. But, equally important, install a new Walker Oil Filter Cartridge to keep the oil clean between changes—to give them the added protection, the greater security of Walker "3-Dimension" Filtration.

the many, different kinds of oil contamination,

including moisture.

WALKER MANUFACTURING COMPANY OF WISCONSIN . RACINE, WISCONSIN

Oil Filters . Exhaust Silencers . Jacks . Lifts

OIL FIITERS

Laminar *

CONSTRUCTION

*TRADE MARK

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1950

GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

Replacing Valve Door On Kaiser-Frazer

On the 1949 Kaiser-Frazer models with the dual manifold, I find there is not enough clearance between manifold and engine block in the center to replace valve door with new gasket as the gaskets are rather thick.

Grind off 1/16" of the '4" crimped portion of valve door about 3" at top center as indicated in sketch. This makes the job

CHAMP-ITEMS, INC.,





easy, even with the manifold and fuel pump in place.—J. S. Tyson, Stockton-Bergstrom Motor Company, El Campo, Texas.

When Removing Overdrive Governor on Lincoln

SELDOM does the governor give trouble on the Lincoln 12, but it is necessary to remove it to get at the lock-out switch, situated

just in front of the governor. At first glance it would seem impossible to remove the governor without removing the floor pan, a difficult and time-consuming job. However, the governor can be serviced entirely from underneath the car.

First unscrew the governor and lift it out of the hole, inclining the top of governor directly to the rear. It will not come completely out on account of the floor pan but note at what point it is obstructed by the pan.

Replace governor in hole and with a heavy hammer slightly flatten the curve of the floor pan where it prevented removal. This will never be noticed from the topside and will permit easy re-

EVROLET OWNERS WELCOME TO No. 453-454 MECHANICAL GEAR SHIFT CHANGE-OVER Hundreds of thousands installed - Millions of prospects among 1939-1948 Chevrolet owners. The Champ-Items No. 453 and No. 454 Mechanical Gearshift Assembly is economical, practical and positive **GET IT** FROM YOUR No. 453 for 1939 Chevrolet cars. No. 454 for 1940 thru 1948 Chevrolet cars. List \$3.00. Can be JÖBBER installed in twenty minutes. No. 460C Extra Long Gear Shift Lever Extension No. 460C Handle for Chevrolet cars on attractive display card. Polished aluminum handle has an overall length of four inches, facilitates gear shifting by giving greater leverage. Fine for cars with Champ-Items Mechanical Gear Shift. List \$.90 per handle.

STOT ME

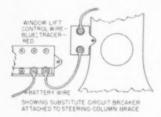
51. Louis 14. Mo.

moval and replacement of the governor.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Replacing Window Lift Circuit Breaker

Sometimes the circuit breaker on hydraulic window lift systems is so damaged or weakened as to render the system inoperative. In such cases it is best to install a new breaker unit. Never is it wise to "block out" or wire around the circuit breaker; there is too much wiring depending on it. Often the proper circuit breaker is not available but it is possible to connect a substitute unit into the circuit which will protect the wiring quite as well as the original unit.

On the 1949 Lincoln Cosmopolitan this job of substitution is comparatively easy if a Ford convertible or a Mercury circuit breaker can be obtained. It is a simple matter to drill a 3/16 hole in the steering column brace and bolt the new circuit breaker to it, connecting a short length of No. 12 or 14 wire from battery terminal of old junction block to one terminal of new circuit breaker as shown in the sketch.



The wire to window lift controls can then be connected to the other terminal of the new circuit breaker. The unit from the Ford convertible will bolt on as is but the Mercury part must be sawed off from the remainder of its fuse and circuit breaker block, leaving one mounting hole intact for bolting.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Installing an Air-Vent Hose on '49 Lincoln

THE thin, steel-ribbed, rubber hose used in the ventilating systems of some of the later cars, such as the 1949 Lincoln, are often difficult to get in place. They are four to five inches in

diameter and so nearly the size of the metal they are meant to fit on that a proper installation often seems impossible.

There is an easy way to do this job if handled in the following manner: dust the surfaces lightly with graphite and with the hands slide as much as possible of the lower part of the hose on to the metal, then insert a thin instrument such as a .015 feeler blade under the top edge of hose. This will allow the rubber to be skidded over the metal

and into its place around the tube. The clamps can be taken apart and slipped over the hose, afterward being tightened into place. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Anti-Rain Suggestion For Marking Labels

ORDINARY marking labels or tags (ordinary cheap manila tags of any size work fine) which are exposed to rain or other



weather conditions go to pieces very easily.

This can be eliminated entirely by dipping them in clear lacquer, which will dry in a very few minutes. They can then be marked with an ordinary marking pencil or with a small brush, with lacquer-type paint, which also dries immediately.

These tags can be used for tagging machines, parts or cars, where washing, rain or any weather condition have no effect on them.—H. E. Hilton, Hilton

Auto Service, 232 East Church Avenue, Knoxville 15, Tennessee.

Improving Wiper Action On 1949-50 Fords

To END the complaint of weak wiper operation on the 1949-50 Ford V-8's, I have found that the original fuel pump can be replaced with a 1949 Mercury fuel and vacuum booster pump.

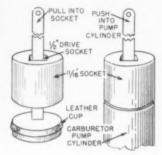
The rear corner of the oil-filter bracket just above rear bracket mounting nut must be sawed off with a hacksaw to provide clearance for the outlet fitting of the vacuum pump.

Then connect the fitting to original manifold fitting with teninch hose and connect wiper hose to inlet fitting of vacuum unit. Wiper will continue to operate even on hard pull.—Charles T. Levie, Tune-Up Department, American Tire Company, Atlanta, Georgia.

Installing Carburetor Accelerator Pump

CARBURETOR accelerator-pump plungers can be installed easily by first pulling the leather plunger cup into a 11/16", 12-point socket.

Then place the socket over the pump cylinder and push the

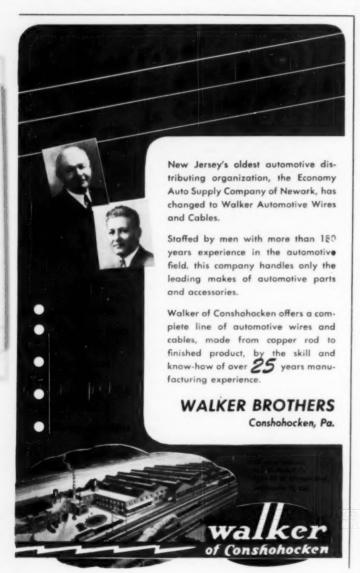


plunger into the cylinder. It works perfectly. — James Barr, Linden Drive, Forest Hills, Danville, Virginia.

Curing Flooding Carburetor When Caused by Dirt

To cure flooding carburetor, which is usually caused by dirt or lint between needle and seat, disconnect fuel line at carburetor and have someone run the motor at a fast clip while holding finger over fuel line from pump to prevent waste of fuel.

When motor slows appreciably, it means that almost all of fuel has been exhausted from carburetor and ignition should be cut off. Then if filter is installed and fuel line is connected, the gush of clean fuel coming in to fill carburetor when motor is restarted nearly always will flush and clean dirt out of needle and seat, curing the flooding quickly.—Charles T. Levie, Tune-Up Department, American Tire Company, Atlanta, Georgia.



Cold-Solder Repairs

(Continued from page 65)

Beeler, "I knew that I could rebuild these tractor bodies at a minimum of expense. I made no flat-rate bid. Instead I took the first job on a time basis. By using cold solder. I cut the labor costs fully two-thirds."

The oil company was satisfied with the cost and the work on the first job and one by one Beeler is rebuilding all the trac-

tors in the fleet.

When asked to explain the technique for cold solder, Beeler was surprised to know there was

"I just follow the directions on the can," he said apologetically.

But wouldn't a hot weld have held better? Beeler's answer was an emphatic "No!"

"Cold solder," he said, "has its limitations. And so does torch welding. With the two processes available, why use one as a substitute for the other?"

Cold Weld Is Neat

Beeler pointed to a cold weld on a fender that had rusted out next to the frame. "See how neat that cold weld is? It would have been almost impossible to have done that job satisfactorily with stick and torch. The finished job would have been rough and unsightly and with no way to get in there and smooth it off.

A man doesn't have to be a welder to use cold solder. An average 12-year-old boy could do a creditable job after ten minutes of trial and error, Beeler said.

There are many fender jobs for which cold solder could have been especially made.

"Drivers of many older cars have lost one or more chrome fender skirts," Beeler said, "and they are unable to replace them. Some cars have had two or three different ones on their fenders and the last one covered up the holes that held the others. Now that the car is old, putting on new ones seems a bit pointless but the holes are there. A little cold solder repairs the damage inexpensively.

"Cold solder is not going to eliminate the use of the torch as far as I am concerned. But cold solder is going to be used on jobs where it is more applicable than a hot weld."

Should the garage pass on to the customer the saving incurred on the use of cold solder?

"Garage work," Beeler ex-plained, "is getting more and more competitive. There is no sense in thinking the customer is going to pay more for a job one place than another. If the customer is willing to pay more for a hot job, he can do so. We give him his choice and let him decide

Beeler stands back of every job he turns out.

"And I have had no complaints and no adjustments to make on any cold-solder job we have turned out," he said. "The only comments have centered around the neatness of the job and its low

Color blindness is a relatively unimportant factor in highway accidents, according to the American Optometric Association. Inability to distinguish red from green is the most common form of color blindness, but stop lights have sufficient yellow in the red and sufficient blue in the green to prevent confusion.

it's cheaper to buy | it's wiser to sell PYROIL

Yes, PYROIL is much cheaper than repairs and much more convenient than having your car in the shop when you want to use it. PYROIL adds efficiency to your lubrication. It gives oil the property of adhering to cylinder walls - reducing frietion wear between piston rings and cylinder. It also prevents gumming and corresion.

Ask the attendant at your favorite gas station to add PYROIL - and add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for Inbrigating oil. Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank, takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage poid.



PYROIL COMPANY

510 Main Street La Crosse, Wisconsin

Canadian Distributors Central Purchasing Agencies, Ltd Toronto, Ontario

Southern Representatives

Southeast McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

PYROIL

Yes, PYROIL is the preferred product - the choice of millions of motorists, fleet and industrial users, It's wiser to choose PYROIL because it sells easier to dealers and users. It repeats. It makes new friends and customers for all. It's the long time, steady money maker!

Tell your dealer that by merely asking their customers "Shall I add Pyroil?" - they can easily make an extra \$25.00 profit weekly, every week in the year.

PYROIL A DEMAND PRODUCT!

has been nationally advertised in leading publications continuously since 1932 - plus radio advertising in major markets.

Let a factory representative tell you the complete merchandising and promotion program.



Southwest Hirsig-Frazier Compan 807 Cotton Exchange Building Dallas, Texas

600-Brake-Drum Lathe

No. 310 brake-drum lathe, reputedly the fastest and biggest machine of its type on the market, has been announ-





ced by Van Norman Co., Springfield,

Trade-named "Big Brute," the ma-

chine turns and grinds 5" truck, bus and airplane drums and does the job complete in two minutes per drum. The photo shows on the lathe an 850-lb. set of duals from a 70-passenger bus. Drum is 14" wide by 11" deep, but the No. 310 has ample travel of 15". The manufacturer claimed that this model is 75 per cent faster than an ordinary heavy-duty lathe.

601—Brake Fluid

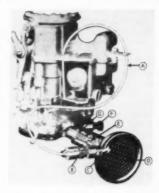
A heavy-duty fluid which exceeds SAE specifications, Whiz No. 4 hydraulic brake fluid, has been announced by R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J.

It is designed to perform efficiently in a temperature range of more than -70° F. to over 300° F. and is said to eliminate vapor lock or brake seizure under almost every condition involving fluid performance.

602—Gasoline Injector

The ReMarr automatic gasoline injector, reportedly designed to give more power, quicker starting, greater mileage, faster acceleration, less carbon and longer motor life, has been announced by the manufacturer, Seaport Corp., 1821 Egbert, San Francisco 24, Calif.

It was said to instantly and automatically control the flow of atomized fuel mixture to the motor, performing



through utilization of the manifold vacuum. It operates only where there is a vacuum of 8" mercury or less in the manifold. It is inoperative at cruising or idling speed where the carburetor functions at full efficiency.

"Independent laboratory tests show increases in power up to 15 per cent with correspondingly less fuel consumption," the manufacturer said.



EXTRA FEATURES
LIKE THESE give Champion
its greater endurance!

LOW SPEED, UNDER 400 RPM's, REDUCES VIBRATION

EXTRA DEEP, THIN FINS FOR MAXIMUM COOLING

EXTRA DEEP, THIN FINS FOR MAXIMUM COOLING

FULLY ENCLOSED CRANKCASE KEEPS OUT DIRT, MOISTURE

OF FULLY ENCLOSED CENTRIFUGAL UNLOADER

OROP FORGED AUTOMOTIVE-TYPE CONNECTING RODS

FREE CHAMPION BULLETIN

Write TODAY for your copy—get all
the facts... then compare!

CHAMPION PNEUMATIC MACHINERY CO.

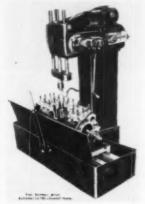
834 N. Pleasant St., Princeton, III.

AIR COMPRESSORS

603--Automatic Wet Honer

The life of the newer types of highratio engines depends directly on the quality of the mechanical job done on the cylinder walls. So reported Van Norman Co., Springfield, Mass. This is the background of the current promotion being put behind the No. 200 auto-matic wet honer.

This machine duplicates the original cylinder-wall finish of the engine manufacturers and does it on a pro-

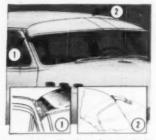


duction basis of four to six blocks per hour with cylinders up to 6" in diameter," the company stated. Stroke is adjustable from 0 to 18" and is operated by a positive automatic crank.

604—Mounting Visors

Mounting standard Dieterich Karvion late cars with one-piece windshields, hard-top sport models and other cars without rain gutters is report-edly made simple and practical by two mounting kits announced by Dieterich Products Corp., 1033 South Blvd., Oak Park. Ill.

Drawing 1 shows the mount for at-taching standard Karvisors to cars without rain gutters such as hard-top



sport models (Catalina, Belaire, Holiday, etc.). Drawing 2 shows the mount for attaching standard Karvisors to with one-piece windshields. cars Standard Karvisor Models J10 and J20 with the two new mounting kits fit over 95% of all cars, the manufacturer said

605-Spray Booths

A series of standard packaged drytype spray booths has been announced by the Kellogg Division of American Brake Shoe Co. Customers may order units adapted to their specific needs from a list of 198 standard models

Included in the line is a display-type booth with observation windows to permit prospective customers to observe refinishing operations. This arouses customer interest and paves the way for further sales, the company said.

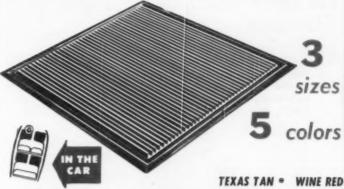
Booths are constructed of rigid steel sectional panels-flanged and precision punched - which can be assembled very easily by bolting together. Im-proved type distributing plates give more uniform air distribution throughout the entire spray booth. Accommodations for sprinkler heads are provid-



ed in the booth ceiling.

MONKEY GRIP

AUTO and UTILITY MATS



Engineered and properly sized to fill every need in cars. The outstanding mat on the market!





For home use ... at the . . . in doorways . . . on





For standing jobs in shops, factories and stores. Prevent foot fotique . . . promotes comfort.

ROYAL BLUE . SPRUCE GREEN . BLACK

Monkey Grip "Feather Flex" Floor Mats ARE BETTER . . . here's why: Sharp-edge ribs keep shoes clean and dry. Deep round grooves make mats easy to clean. Non-skid back holds mat in place. Only 3 sizes required to fit all cars, as well as home and factory uses.

OTHER BETTER MONKEY GRIP PRODUCTS

- Sizzle Patches
- Friction Tape
- Cold Patch Kits
- · Boot Cement
- Casing Repairs
- Cold Patch
- Truck Splash Guards
- Cement

BETTER MONKEY GRIP CO.

DALLAS . SUZO HARRY HINES SOULEVARD . TEXAS

606-Battery Washers

Chemically-treated feit washers to place on battery posts under the cable terminals for protection against corrosion have been introduced by Non-Corronive Battery Washer Co., Salem, Wis.



Since the terminals stay clean, voltage drop, which is often due to corrected terminals, is said to be reduced. Washers are red and green for positive and negative battery posts. They are packed two in an envelope.

607—Transmission Wrench Kit

Blackhawk Mfg. Co. of Milwaukee, Wis., has announced a new wrench kit for transmission lubrication service. It is designed for mechanics, service stations, garages and car dealer shops to serve new and older types of hydraulic transmissions.

Kit includes a Blackhawk Ball-Head type 36" ratchet wrench for work in cramped quarters, wrench extension,



Allen 3/16" type wrench, 2's" dbl. hex. socket, 9/16" single hex. socket, ½" single hex. socket, 9/16" single hex. socket, 9/12"—4 pt. single aq. socket (all sockets in the 3s" drive) plus an Angl-Head box type wrench, chromium plated with 15/16" and 1" openings.

The kit will service the Hydra-Matic transmission oil-pan plug; flywheel cover bolts; Hydra-Matic fluid coupling drain plugs; Dynaflow torque converter drain plugs; old-type Hydra-Matic fluid couplings, drain plugs and Hydra-Matic oil-pan plugs.

608-Signal-Direction Kit

Their Pathfinder 4-light directional signal conversion kit with a self-cancelling switch has been announced by Auto Lamp Mfg. Co., 2901 S. Indiana Ave., Chicago, Ill.

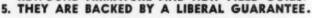
This is a self-contained assembly unit which makes possible the conversion of automobile lighting to the new and highly efficient front and rear directional-signalling which has found so much favor with motorists, the company stated.

The kit is custom-made to fit specific cars. The complete assembly consists of a self-cancelling directional signal switch with chrome handle (which can be operated manually, if so desired), all connecting wires equipped with snap-in tips for easy installation, all wires (color-coded for easy and proper identification), sockets, bulbs, flasher, inline fuse and all the necessary wiring.



YOU CAN BUY A DEPENDABLE GENERATOR!!! Dependability is what you get when you buy arrow select quality generators Because

- 1. THEY ARE PRICED RIGHT.
- 2. THEY ARE TOP QUALITY.
- 3. THEY ARE ORIGINAL TYPE UNITS.
- 4. EACH GENERATOR CONTAINS A NEWLY REWOUND ARMATURE AND NEW FIELD COILS.





Always ask for Arrow Select Quality Generators. Should you have to accept a substitute send us your name and the name of your local distributor immediately. We'll arrange with him to keep a stock of these dependable Arrow Generators available to you at all times.

STARTERS A R-R-O-W FIELD COILS ARROW ARMATURES COMPANY, IS FORDHAM RD., BOSTON 34, MASS.

609-Wiper Control Knobs

Wiper control knobs with set screw for universal use on all cars, 1936 through 1950, are being presented by National Autocraft Mfg. Co., Orlando, Fla.

The knobs are for replacement where the original equipment has deteriorat-



ed or has been lost. They are original in design for quick, easy self-installation on all sizes of wiper shafts without removing radio or any under-dash parts, the manufacturer pointed out.

610-Fluid Dispenser

A portable dispenser for automatictransmission fluids has been announ-

ced by Lincoln Engineering Co., 5708 Natural Bridge Ave., St. Louis 20, Mo.

The unit is mounted on a base with four large ball bearing casters and can be quickly and easily moved out onto the drive way for make-up fluid, or inside the lubri-

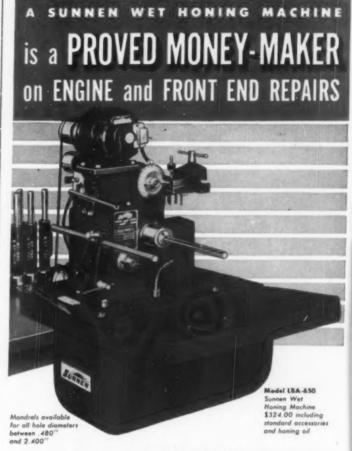
torium for an automatic-transmission

The unit is equipped with a 7' hose and nozzle assembly for servicing all cars requiring automatic-transmission lubrication without mess or waste, the announcement said. "It incorporates an all-steel drum cover which fits snugly over original 14-gal. refinery container, and is locked in position by three thumbscrews. The cover gives positive assurance that lubricant maintains refinery sealed purity from container to transmission. One 14-gal. drum of lubricant and the dispenser handle all car requirements from ½ pint to gallons."

611-Electric Drill

The "400" model ½" drill, weighing 8¾ lbs., has been added to the line of SpeedWay Manufacturing Co., 1834 S. 52nd Ave., Cicero 50, Ill. The drill is said to deliver ½ h.p. at

The drill is said to deliver ½ h.p. at the drill point under normal load. Aluminum die castings are used throughout and the unit is powered by series-wound universal motor. A castin air cooling system with oversize fan, cast-in baffles, Jacobs-geared chuck and heavy three-wire lead core with ground jack are other features.



Yes, the versatile Sunnen Wet Honing Machine is one of your most profitable investments. Check it yourself. Compare the number of different jobs it does, the time it saves, and the income it earns you—put it up against other shop equipment of similar or greater cost. You'll see Sunnen Wet Honing out in front!

Sunnen Wet Honing is the fastest, most accurate method available for sizing holes... and you're confident that the job is done *right*. Piston pin bushings, con-rod bushings, spindles, hydraulic brake cylinders, transmission housings—these are but a few of the repair jobs that Sunnen Wet Honing handles, jobs you can do right in your own shop.

Check the cost, the uses, and the profits—and you'll find that a Sunnen Wet Honing Machine pays for itself fast. Call your Sunnen jobber today and ask him to arrange a demonstration.



612-Convertible Top

A ready-to-install convertible top with triple Broad-Vue recr windows of Bakelite "Glastic" is now being marketed by Atlas International Co., 1326



W. Madison St., Chicago 7, Ill.

The windows in the Flying Scout, as it is called, have narrow corner support and rounded corner sections to give better view. They fold up or down with the top. The rear panel with heavy-duty zipper folds down inside the well. Models for convertibles from 1940 through 1950 are available.

613-Windshield Cleaner

A windshield cleaner with cleansing heads of sponge rubber and/or cellulose has been placed on the market by Bear Manufacturing Co., Rock Island, Ill

They are square cut for easy access into corners and are mounted on a per-



forated wooden block. When reversed, the block can be used to remove insects, mud and film. The cleaners are packaged in display boxes of ten, the company stated.

614-Wrenches

Three Flex-Head wrenches with double-hexagon, broached heads that flex over 180° have been added to the line of Snap-on Tools Corp., Kenosha, Wis

With the handle in a vertical position, the nut can be spun on and the handle then flexed over for the final tightening, a company announcement stated. Sizes are: 36," and 7/16", ½2" and 9/16", and 56," and 34". All are chrome plated.

615-Ignition Coils

Two ignition coils identified by offset high-tension towers and available in both types of polarities have been introduced by F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51,

The Filko coils are for application on 1949 and 1950 passenger cars, light trucks and tractors. The entire coil



top, including tower, is molded of brown Micalite. A black steel case is designed to protect windings and control temperatures.

616-Fender Covers

Plastic covers to protect fenders and seat covers are now being produced by Rittenbaum Brothers, Inc., 691 Houston St., N. E., Atlanta, Ga.

The covers do not have to be laundered, the manufacturer stated, but can be cleaned with a damp cloth. They are said to be resistant to battery acid, gasoline, water, alkali, anti-freeze and ultra-violet rays.



617-Truck Tire Remover

A three-in-one truck tire remover, No. 860C, has been announced by Bishman Mfg. Co., Osseo, Minn.

It is capable of three combinations: for flat base rims or disc wheels, all sizes up to 12" tires (cross section),



8½" rims between flanges; for advance type 5° taper dual wheels such as used on late-model Ford and Chevrolet trucks; for advanced type 5° taper single wheel such as used on ¾4 and 1-ton delivery trucks. It is mounted on service board and weighs 54 pounds.

618-Brake Service Guide

Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport, Conn., has announced the availability of its new Brake Service Guide.

This guide contains 64 pages and cover. It features adjusting, relining and trouble-shooting data on brakes for most makes and models of passenger cars, trucks, trailers and buses, including the 1950 models. New brakes on which complete adjusting and relining procedure is given are Bendix Non-Servo; Wagner Self-Centering, Self-Adjusting and Tirnken Dual Primary. Also included are diagrams of typical air-brake systems together with extensive information on their service.

619-Screwdriver Assortment

A deluxe screwdriver assortment is being introduced by Herbrand Tools of Fremont, Ohio.

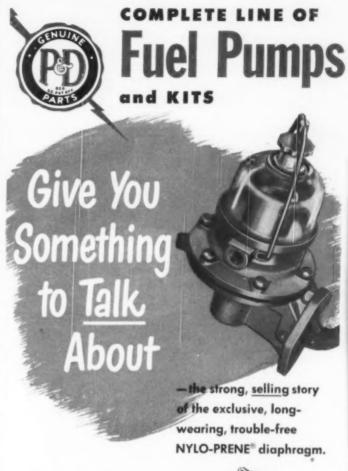
This assortment, No. SD-3, consists of six drivers of the two most popular



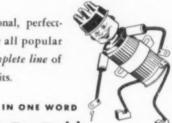
sizes for Slot, Phillips and Clutch Head screws.

Genuine Tenite II plastic handles in Herbrand blue have the exclusive palm-fit design. Set of six drivers is unconditionally guaranteed for finest material, temper and workmanship.

Going Over **BIG...**



There's an exact-dimensional, perfectfitting replacement – for all popular makes of cars – in the *complete line* of P. & D. Fuel Pumps and Kits.





de Pen Dable

MANUFACTURING COMPANY, INC.

LONG ISLAND CITY 5, N.Y.

620-Upper Control Arm

Upper control arm No. K-600 for 1949-50 Chevrolet cars has been an nounced by Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

The arms are of sturdy steel forgings. line tapped with full threads for fast and easy installation. No spreader is



necessary for installation, a company announcement stated

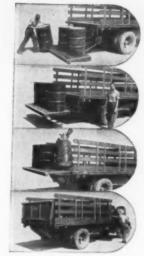
621—Battery Catalog

A new edition of its battery catalog, containing information and illustrations on the full line, has been issued by The Electric Auto-Lite Co., Toledo I. Ohio. Passenger-car replacement data is included.

622-End Gate

A hydraulic-lift end gate, operated from the truck power take-off, has been announced by the Perfection Steel Body Co., Galion, Ohio.

The Cobey Hydra-Power has a load



capacity of 3,000 lbs. It may be stopped at any point between ground and truck floor and may be loaded from sides as well as from end. Controls are at rear of truck platform and may be operated from the ground by hand or from gate itself by hand or foot.

623—Windshield Manual

Suggested steps for removal and installation of replacement curved windshields and backlights in late-model automobiles are outlined in a new 32-page manual published by Libbey-Owens-Ford Glass Co.

More than 70 illustrations are used to outline procedure. Removal and into outline procedure. Removal and installation of one-piece and two-piece curved windshields are outlined for General Motors cars, Hudson, Lincoln, Nash, Studebaker and International Trucks. A separate section reviews steps to follow when replacing one and three-piece curved Tuf-flex hash links in current. backlights in current model cars.

The manual has been sent to safetyglass distributors who handle Libbey-Owens-Ford products and additional pies are available upon request to LOF distributors or the advertising department, Libbey-Owens-Ford Gl Co., Nicholas Bldg., Toledo 3, Ohio.

624—Parts Specifier

A rotary parts specifier that is said to make ordering, stocking and selling packaged parts easier and faster has been developed by Service Parts Systems, Inc., 4607 St. Aubin St., Detroit.

Two cylinders are mounted in a steel housing 43" long and 10½" high. Year and model of the automobile and parts package numbers it requires are printed across the cylinders. Two viewing windows run the length of the housing. A printed key between the windows carries the group and name of each parts package listed alphabetically in parts-book sequence.

The operator spins the cylinder until the car year and model are shown at the window. Parts package numbers appear opposite the parts package names on the printed key.



625-Spark-Plug Cleaner

A rapid-action spark-plug cleaner combined with a Park-plug indicator has been introduced by AC Spark Plug Division of General Motors.

The device encompasses a number of improvements, which make possible a faster and more thorough cleaning job and a more accurate determination of the operating condition of the plugs, the announcement said. This latter feature enables the service man to



show the relative operating efficiency of old plugs compared with new ones, and will indicate when plugs need replacement for improved engine performance

Other features: easily-read indicators; large-capacity water trap; easily accessible compound container for refilling spindle shelf for storage of gaskets and adapters

Over-all dimensions are 20" high, 18" wide, 14" deep; weight, 20 pounds.

626—Hose Catalog

Catalog No. J-1503, listing specifications and data for its complete line of all-steel reusable hose ends and five types of flexible hose, has been issued by The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio. These types of hose and ends are said by the manufacturer to cover all requirements in the automotive heavy-duty field.

627—Undercoating Manual

A manual on refinishing undercoats. containing color chips to help refinishers select undercoats according to the color of the finish, has been issued by the Martin-Senour Co., 2520 S. Quarry St., Chicago 8, Ill. The manual con-tains a specification chart on varying conditions and includes recommendations for etching and cleaning metals and old finishes, the manufacturer's announcement stated

628-Radiator Hose

A flexible hose and reusable end coupling designed to replace damaged gasoline, oil, air or hydraulic lines on heavy-duty equipment are now being produced by The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio. Five different kinds of hose and two

types of end fittings in the required sizes are all that are needed, the manufacturer said. The hose end need not be replaced with each change of hose.

Please send me additional information on the following New Products described in the August, 1950, issue of Southern AUTOMOTIVE JOURNAL: No.____ No.___ No.__ No.___ No.__ No. Name (please print) Company Position Number and Street ___ City Postal Zone State Tear out and mail to Southern Automotive Journal,

806 Peachtree St., N. E., Atlanta 5, Ga.

FOR MAXIMUM REFILL PROFITS, you need these MONEY-MAKERS



The most complete line of Champ filter refills ever offered . . . to make all late model cars, trucks, buses, and tractors potential sales for you! Champ ... the low-cost, high-quality refills ... of finest grade, long staple cotton thread . . . pressurepacked to prevent channeling, to achieve maximum filtering efficiency!

"TIME TO CHANGE" Promotion Pays Off!

- NEW DISPLAY-For counter, window, or wall use, this attention-getter creates more sales, holds a fast-moving assortment of popular refills.
- NEW PERFORMANCE TAG-Shows the "Time to Change" refills . . ups refills sales . . ups service fees.
- NEW WALL BANNER—Colorfully promotes "Time to Change" theme on walls, windows, and islands.
- NEW WALL CHART-Complete cross reference lists every car, makes every customer a potential sale, Quick reference . . . easier sales!

 NEW PACKAGING—For greater identity.

It's "Time To Change" to Champ's new Money-Makers for bigger profits . . . NOW!



CHAMP has to be good CHAMP

CONTACT YOUR JOBBER TO-DAY

* WIRE, WRITE, PHONE FOR DETAILS NOW *

CONTACT YOUR JOBBER TO-DAY

629-Coil-Spring Catalog

A catalog offering complete coverage of the market with 52 numbers for front and rear applications has been issued by Maremont Automotive Products, Inc., 1600 South Ashland Ave., Chicago 8, Ill., in connection with its entering the replacement coil-spring

Feature of the coil-spring line is the exclusive use of premium-priced cen-terless ground bar steel.

Additional quality features of the line are: (a) special-analysis alloy steel, (b) shot peening, (c) baked ena-mel finish, (d) 100% testing and (e) individual engineering for easier installation and longer service.

In addition to complete vehicle and numerical listings, the catalog includes a chart of heavy-duty substitutions that permit a repairman to select heavy-duty sets at a glance.

630-Heavy-Duty Battery

A heavy-duty battery to withstand the higher temperatures of underhood installations and provide more cranking power for higher compression engines has been announced by Willard Storage Battery Co., 246 E. 131st St., Cleveland 1, Ohio.

A new sealing compound and rede-signed container give better resistance to heat, company engineers said, and advances in plate design give up to 25



per cent more cranking ability than conventional 100-ampere-hour batter-

631-Draft Control

A triple-plated chrome Air Master draft control, available with or with-



out jeweled reflector, has been placed on the market by Crest-Chicago, Inc., 2009 S. Michigan Ave., Chicago 16, Ill. The jewel is furnished in blue, red or amber. The chrome finish is said to

be rust-resistant.

632-Pullers

Grip-O-Matic pullers, with a patentoriginal feature, thin jaws and re-portedly great strength, have been an-nounced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

They are recommended for every possible use from ignition and electri-



cal work to heavy maintenance jobs in large industrial plants.

Each size is automatically adjustable to a wide range of applications made easy by the linkage arrangement.

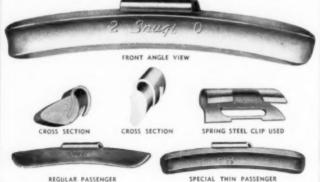


REGULAR PASSENGER

Sizes 12-1-112-2-212-3-312-4-4 12-5-512 & 6 oz. For: Especially Designed For K or L Type Rim



Passenger Cars, Trucks, Buses SPECIAL THIN PASSENGER



ERN AUTO PARTS

MANUFACTURERS EXCLUSIVELY

KOKOMO, INDIANA

WHITTIER, CALIFORNIA

News Briefs

(Continued from page 75)

manufactured by Cummins for use in medium truck and bus applications. The diesel power plant is made of aluminum and magnesium, and develops 340-plus horsepower at 4,000 rpm. It weighs 2.06 pounds per horsepower, which makes it one of the lightest and highest speed diesels ever used in public competition.

The engine uses only standard commercial diesel fuel—the same kind that is burned in the home

furnaces.

Even Three-Wheelers Are Selling!

Every salesman probably has had the problem of Junior or Baby Sister starting in on a full series of antics just as Mama and Papa were ready to close the deal on a car. But that no longer bothers Teverbaugh Motor Co., Chrysler-Plymouth dealership at Ponca City, Okla.

Frank Teverbaugh just rolls out a tricycle and invites the child to take a nice, long ride. It has work-

ed every time.

The only catch is that often the child wants to take along the tricycle when he leaves and Teverbaugh, of course, couldn't part with such a valuable investment, says Chrysler Tonic.

Ford Plant at Atlanta Hits 20-Year High

R ECORD-BREAKING production of 46,255 cars and trucks in the first half of 1950 at the Atlanta assembly plant of the Ford Motor Co. gave the local operation its best six-month output in 20 years, Henry C. Dorsey, plant manager, announced last month.

During the six-month period. the plant produced an average of 335 units a day for a total of 34,879 passenger cars and 11,376 trucks. This compares with a total of 26,224 vehicles for the first half of 1949.

Best single month this year was May, when 8,892 cars and trucks rolled off the lines. May was also the top production month since Ford moved its plant from Ponce de Leon Avenue in Atlanta to Hapeville, a suburb of Atlanta, in 1948.

Downtown Plans Building

Downtown Chevrolet Co., Houston, Texas, has let a \$296,-000 contract for a sales and service building at La Branch and McKinney. The structure will be 130 feet by 125 feet and will be air-conditioned.

Goodyear Tire Production Reaches 500,000,000

The 500,000,000th pneumatic motor-vehicle tire came off the line of the Goodyear Tire & Rubber Co. last month as P. W. Litchfield, chairman of the board, observed his 50th anniversary with the firm.

Statisticians estimated that the 500,000,000 tires, lined up tread to tread, would reach around the earth at the equator more than nine times, it was stated.



Body Engineers Meet Nov. 1 at Detroit

THE American Society of Body Engineers will hold its fifth annual technical convention at the Rackham Memorial Building in Detroit, Mich., Nov. 1-3. Eight technical sessions on styling, production and special problems are scheduled.

Among the speakers already on the program are: F. W. Edwards, sales manager of Eaton Manufacturing Co.; J. W. Duhn, Chrysler Corp. Engineering Laboratories; W. C. Hess, vice-president of Hess & Eisenhardt Co., and Dr. Allen A. Stockdale of National Association of Manufacturers

Plans for an exhibit of new products are well under way, G. W. Tannahill, chairman of the publicity committee, reported.

Worley and Millsaps Buy Dixie Company

H. N. Worley and Paul G.
Millsaps have bought Dixie
Manufacturing Co., Jackson,
Miss., manufacturer of hot and
cold patches and allied products.

Worley will manage the company.

Worley and Millsaps also own the East Mississippi Motor Co., Pontiac and GMC Truck agency at Starkville, Miss., which Millsaps manages.

Robert "Frenchy" Melle', who started with Dixie 25 years ago as a bookkeeper and assumed complete ownership and managership in 1940, is returning to his home in Turin, Italy, for an extended visit with his mother.

RFC Reactivates Three Synthetic Plants

REACTIVATION of three government-owned synthetic - rubber facilities which will increase the country's annual production by approximately 88,000 tons has been announced by Harley Hise, chairman of the Reconstruction Finance Corp.

These include: the government-owned GR-S plant at Port Neches, Texas, with an annual capacity of 75,000 tons; the butadiene plant at Houston, Texas, formerly operated by Sinclair Rubber, Inc., and a butyl plant at Baton Rouge, La., formerly operated by Esso Standard Oil Co.

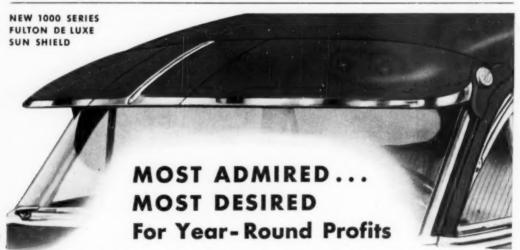
Chevrolet Truck Sales Hit All-Time High

DECENTRALIZATION of American industry and the rapid growth of suburban communities in the postwar period are among the principal reasons for record-breaking truck sales, J. W. Burke, manager of the commercial car and truck department of the Chevrolet Motor Division, said last month.

Sales of Chevrolet trucks in June totaled 43,549 units, Burke said, cracking an all-time high. Likewise, Chevrolet truck sales in the first six months of 1950 soared to another record for both Chevrolet and the industry, reaching 213,712 units, Burke said

Dealers Boost Training Cars

During the 1949-50 school term, dealers throughout the nation loaned cars valued at about nine million dollars to high schools for driver training, the Inter-Industry Highway Safety Committee reported. This was an increase of 1,500 cars loaned over the previous year.



Admired for its custom styling, sparkling chrome trim, long-life quality construction.

Desired for protection against sun glare, snow glare, sky glare. Keeps the car cooler in summer, windshield clearer in winter. These are the factors that will sell the Fulton DeLuxe Sun Shield in new volume the year around. Don't overlook the potential of the Sun Shield for big fall and winter business!

THE FULTON COMPANY

MILWAUKEE 14, WISCONSIN IN CANADA: J. C. ADAMS CO., LTD., TORONTO

Kosciusko Citizens Vote for Plant

TITIZENS of Kosciusko, Miss., are solidly behind the new bus and coach plant for their city as they showed by a recordbreaking turn-out of 1,453 voters for the election on a \$650,000 bond issue. Only 18 persons voted against the issue.

"This overwhelming vote of confidence exceeded our highest expectations," President J. H. Shields of the Superior Coach Corp., Lima, Ohio, said. "Early next year Pathfinder coaches will be rolling off the plant's assembly

lines "

The \$650,000 bond issue will finance purchase of an 80-acre tract for the plant and construction of the required buildings. In addition, Superior will invest \$1,250,000.

First of its type in Mississippi, according to Kosciusko officials, the plant will manufacture allsteel school buses and passenger coaches. Approximately 450 men will be employed at first but the number is expected to rise to 1,-000, with an annual payroll of \$1,000,000.

Almost 90 per cent of Kosciusko's qualified voters voted.

Chevrolet Ups Averill, Byers and Koether

H. AVERILL, for a time assist-Lo ant manager of the south-eastern region of Chevrolet Motor Division, has been appointed manager of the metropolitan city department. He formerly headed the Columbia, S. C., and Jacksonville, Fla., zones.

F. E. Byers, who formerly worked in Richmond and Baltimore, has succeeded Averill as assistant manager in the eastern region. B. A. Koether, formerly at Baltimore and more recently at the Central Office, has succeeded Byers as Pittsburgh zone manager.

Butts Heads Service

R. E. Butts has been promoted to service manager of the Automotive Department of John Bean Division. He has been with the firm for more than 17 years, starting as a stock clerk.

Today's regular-grade gasoline is better than the aviation fuel which carried Charles Lindbergh across the Atlantic in 1927.

John W. Stokes Dies At Princeton, N. J.

TOHN W. Stokes, who had addressed almost every state automobile dealer convention in the country, died July 23 in the Princeton Hospital at Princeton,

He was born in Talona in northern Georgia 53 years ago. Stokes was treasurer of General Motors Holding Corp. from 1929

He was an attorney and cer-

tified public accountant and in 1932 founded John W. Stokes & Co. and later established his law practice. He called Stuart, Fla., his home.

The survivors include his widow, three sons, his father and a sister.

Reno Heads Joplin Dealers

George Reno, Nash dealer, has been elected president of the Joplin, Mo., automobile dealers. He succeeds Ed Michalls.



BAY MANUFACTURING COMPANY BOX 405 - TORRANCE, CALIFORNIA OVERSEAS DIVISION, 145 W. 45TH STREET, NEW YORK 19 N Southern Jobbers

(Continued from page 79)

Advertisers Council on the committee handling all show publicity, decorations, theme, badges, etc., are Duane Jones, United Motors Service, Detroit, council president; R. E. Conley, R. M. Hollingshead Corp., Camden, N. J., chairman of the council's show committee; John F. Corkery, Independent Pneumatic Tool Co., Aurora, Ill.; C. B. Riddick, Kop-pers Co., Inc., Baltimore; R. M. Schutz, Maremont Automotive Products, Inc., Chicago, and Her-man C. Teetor, Perfect Circle Co., Hagerstown, Ind.

Eason Goes to Oklahoma

Charles R. Eason has been named district representative for the Oklahoma City district of Auto-Lite Battery Corp. His territory includes most of Oklahoma and part of Arkansas.

D. K. Campbell Heads St. Louis Company

KEEDY Campbell has been P. KEEDY Campbell has been elected president of the Fred Campbell Auto Supply Co., St. Louis, Mo. He succeeds Fred Campbell, who died last spring.

Reuben C. Campbell is executive vice-president and L. C. Hargrave is vice-president and gen-eral manager. F. A. "Lonnie" McHugh is vice-president in charge of sales and E. A. Paxton is secretary and purchasing agent. Mrs. Fred Campbell has been elected a director.

E. J. McKee, formerly vicepresident and general manager, has resigned because of his

The firm recently opened a branch in Kirkwood, Mo., ten miles from the headquarters store, and plans to open addition-

branches later.

"It is our aim to operate this business along the same lines and principles established and continued by Fred Campbell during his active life, but with consideration for changing conditions and new problems," said R. C. Campbell. "Continuing our major lines, we will put greater accent on parts."

"General conditions in our territory are good. June was a very good month," reported Sales Manager L. C. Matthews of Alexander-Seewald Co., Atlanta, Ga.



Appointment of Glenn N. Keim, Spark Plug Co. has been announced by John C. Hines, general sales manager. He succeeded William manager. He succeeded William F. Parker, transferred to special assignments in the Detroit region. Keim's region embraces several southern states. He adquarters are in Atlanta. He has been active in sales work since 1924. He was formerly AC zone manager in Dallas, Texas.

NAPA Revises Catalog

The 12th edition of the NAPA Quick Reference Parts Catalog is now being distributed by the National Automotive Parts Associa-Vehicles are listed by make and model and commonlyreplaced component parts are separated into 13 related groups. The edition includes information on 1950 vehicles, where available.

Turco Chooses Texan

"Chris" Williams, formerly assistant district manager, has been advanced to district manager at Houston, Texas, for Turco Products, Inc. A native Texan, Williams succeeds J. "Doug" Charters, transferred to the northern California district.

Otto Graff of Midcap Bearing Co., San Antonio, Texas, has returned from a 60-day trip to Mexico City and Monterrey, where he worked with the Midcap stores and enjoyed the climate.

"General conditions in our territory are good," O. L. "Pete" Garner, secretary - treasurer of Haves & Hopson, Inc., Asheville, N. C., reported last month.

Miss Elinor Harrison, office secretary at Haves & Hopson, Inc., Asheville, N. C., recently became Mrs. Stanley Riddle.

Lawrence Hirsig Elevates Brantley and Hirsig

W. "LARRY" Hirsig and B. W. LANG mitted July 1 as partners in Lawrence M. Hirsig & Co., manufacturers' direct representative with headquarters at Jacksonville, Fla. The other active partners are Lawrence M. Hirsig and Constance C. Hirsig.

In the announcement, Law-

rence M. Hirsig said:

"Bruce Brantley came with the company with a long automotive experience behind him and in the last five years has proven his ability to the satisfaction of all. Larry Hirsig has grown up surrounded by the atmosphere of this business and has been specially trained for the position he now assumes.

"I am sure that the addition of these young men as active partners will give the company new vigor and will serve the best interests of all concerned to keep us in front with an active and aggressive sales organization that will give our manufacturers the best possible sales representation

Delta of New Orleans Changes Its Name

in the Southeast."

O BETTER identify itself with the automotive trade, the name of Delta Distributors, Inc., was changed on July 1 to Delta Automotive Distributors, Inc.

President L. K. Burton also announced that construction of a new building was under way at 1025 Dryades Street which the company hopes to occupy by October 1. The building will contain approximately 10,000 square feet of space and will provide parking facilities for customers' cars.

Milton Supply Moves

Milton Supply Co., Jackson, Miss., recently moved from 208 South State Street to a new and larger building at 843 South State Street. Manager Bill Langley of the Jackson store reported business and collections good.

"General conditions are picking up in our territory," reported Don E. Sanders of Farmington Auto Supply Co., Farmington Mo. "Collections are lagging some yet, however."

Every Car, Truck, Tractor and Stationary Engine Owner A Prospect for the NEW, LONG-NEEDED

Hydro-Power

Injector

... guaranteed to cut fuel cost and increase efficiency Volume sales are easily obtained... And you make at least 25% profit or more on every single sale!

Based on secret power principles used on combat planes HYDRO-POWER INJECTOR incorporates the principle of water vapor injection developed during the war for combat planes. The increased speed range and efficiency achieved for fighting aircraft is now available for the first time for private and commercial engines.

Hydro-Power Injector Does All This and More!

- * Increases gasoline mileage * Improves engine
- · Reduces pre-ignition
- Cuts down carbon deposits
- · Produces smoother engine operation
- Lowers operating costs
- performance
- Lessens valve seat warpage and valve failure
- · Lengthens spark plug life
- · Lengthens engine life





Your customers are being told about the new HYDRO-POWER INJECTOR with monthly hard-hitting ads in the SATURDAY EVENING POST. In addition, newspaper mats, point-of-sale pieces and window banners are available to you

Act now! CASH IN on the advertising support and increasing demand of Hydro-Power!

Here's a product with proved acceptance and intensive advertising and sales promotion support. Don't miss this opportunity to cash in on increased sales!

Special Introductory Offer!

Try a HYDRO-POWER INJECTOR, at our expense, on your own car. If, within 30 days, you are not an enthusiastic user, return it without obligation. But, if satisfied with this revolutionary new product, enter your stock order for 1 gross and the price of the sample will be credited to your account.

MAIL THIS COUPON TODAY!

HYDRO-POWER SALES, INC. Dept. SAJ 412 Bank Block Bldg., 1026 17th Street., Denver 2, Colo.

Please send me, on 30-day trial basis, a sample HYDRO-POWER INJECTOR for my___

(model or moke)

Single throat carburetor ____Double throat carburetor

Under 120 h. p., \$12.50 Over 120 h. p., \$15.00

Send me complete literature, sales material and catalog sheets on the HYDRO-POWER INJECTOR

Zone State

Hudro-Power

1026 17th Street , Dept. SAJ

HELPFUL BOOKLETS FREE

- 102. FOUR-PUR POSE AUTOMOTIVE CLEANER-12-page booklet on Oakite Penetrant describes and, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around interval with one four-purpose cleaning chassis. Oakit Pedicels, Linc., 52F Thannes Street, New York S, N. X.
- 194. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 800 Upton St., Toledo I. Ohio.
- 109. AMMCO HONING, ENGINE RE-BUILDING, AND BRAKE SERVICE EQUIP-MENT-Catalog page describing the Ammco line of Honing Machines, Brake Gages, Brake Shoe Grinders, Brake Drum Micrometers, Brake Piston Injectors, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units and Tension Indicators. Ammco Tools, Inc. 2110 Commonwealth Avenue, North Chicago, Illinois.
- 115. THREE SERVICE MANUALS covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action Owatonna Tool Co., Owatonna, Minn.
- 119. RAMCO SERVICE MANUAL—6th edition. Illustrated, Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil lose—pitfalls of motor-overhauling said how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.
- 122. INSTRUCTION BOOKS and technical data on automotive wheel alignment frame straightening, whee straightening, and wheel balancing. Other books and pamphlets awailable on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.
- 123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y. Brooklyn, N. Y.
- 124. DELCO-REMY REGULATORS—A 20page 8½x11-inch booklet covering the operation and maintenance of Delco-Remy regulators. (71 pictures.) Contains illustrations showing various ateps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Ind.
- 127. HOW TO BLEED AND REFILL HYDRAULIC BRAKE SYSTEMS—Handy pockedsize booklet contains helpful service notions.
 Describes and illustrates latest equipment and methods used in bleeding and refiliing hydraulic brake systems. Send for your
 copy of HU-17E now. Wagner Electric Onporation, 6364 Plymouth Ave., St. Louis 14,
 Mo.

- 133. CATALOG No. 500P.—Featuring the 200 popular Champ-Items Reconditioning abort cuts for all makes of cars. Champ-Items. Inc., 6100 Maple Ave., St. Louis 14, Mo.
- 134. McCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2887 E. Grand Blvd., Detroit 11, Mich.
- 139. BUELL ELECTRO-COMPRESSOR— Descriptive literature is available on a new compact compressor designed to furnish an air supply for Buell Air Horns for cars, trucks and bosts. Buell Mfg. Co., 923 W. 49th Place, Chicago, Illinois.
- 141. THE FULL POWER STORY and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.
- 142. CATALOG NO 49-C—Automotive wire and cable products backed by Guaranteed Customer Satisfaction since 1921. Andrews Mfg. Co., 924 South Theresa Ave., St. Louis 3, Mo.
- 144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.
- 149. PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4395, Oklahoma City 9, Oklahoma.
- 158. VAN NORMAN CONDENSED CATA-LOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the dealer shop. Van Norman Company, Automotive and Aireraft Equipment Division Springfield 7, Mass.
- 168. NEW BLACKHAWK PORTO-POWER CATALOG NO. P 46. AND PRICE SCHED-ULE—Includes "catalog of uses" covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfs. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wine.
- 144. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Regair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, III.
- 169. WILLARD SERVICE EQUIPMENT— Charging Equipment, Parta, Service Accessories, Service Too.a, Testing Equipment. WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland I, Ohio.
- 186. The LAMSON NO. 58-A AUTOMO-TIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts. U bolt rods, spring elip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions,

- and package quantities are given. The Lamson & Smaions Co., 1971 W. 35th St., Cleveland 3, Ohio.
- land \$. Ohio.

 18. SERVICE MANUAL FOR THE DOCTOR OF MOTORS A comprehensive and
 thorough reference book which puts special
 comphasis upon the diagnosis of excessive oil
 communition to the proper procedure for
 plator fine to the proper procedure for
 plator fine to follow when working upon
 certain makes and models of cars, a listing
 and description of recommended ring tools,
 and an interesting, informative account of
 the development of the modern automotive
 piston ring. It is a non-technical explanation of a technical subject. Perfect Circle
 Co., Hagerstown, Ind.
- 186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and cap producely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 381, Toledo, Ohio.
- 195. CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Classified for quick reference. Kalamazoo punched for filing. A separate page is devoted to a description. Meter Ereduets Corporation, Norwalk, Connecticut.
- 197. SPARK PLUGS Complete specification catalog including 1950 applications specification wall chart for passenger cars to 1950 with pocket for revised "Plug-Chek" indicator and data book also available. This service tool is designed to assist service men in diagnosis designed to assist service men in disposition of the company of the company
- 203. POROUS CHROME PISTON RINGS

 —A 4-page folder answering pertinent questions concerning Porous Chrome-the newest development in piston rings. Kopper Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 3, Maryland.
- 296. NEW SUPREME LINE OF ARO LUBRICATING EQUIPMENT — An 8-page folder showing and describing many unusual features of this ultra-modern line. The Aro Equipment Corporation, Bryan, Ohio.
- 216. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City I, N. Y.
- 229. VALVE SERVICE MANUAL NO. 150 with up to date information on motors, special emphasis on valve assembly and disassembly. K-D Manufacturing Co., Lancaster. Pa.
- 235. UNITED STATES ELECTRICAL TOOLS. A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, boffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1050 Findlay. Cincinnati 14. Ohio.
- 250. CATALOG NO. 50-G describes our complete line of generator and starter motion. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armstures Co., 15 Fordham Road, Boston 34. Mass.
- 257. RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mate, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.
- 266. FACTS ABOUT IGNITION CONTACTS—This booklet tells how design, materials, fabrication methods and manufacturing precision affects the function of this vital electrical part. Many hints on the curing of ignition ills are given. Write Echlin Mfs. Co., 242 East St., New Haven S. Conn.

Please send to me without obligation, free booklets No.

described
in the August 1950 issue of Southern Automotive Journal.

Name
Company
Position
Number and Street

y State

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 5, Ga. Auto Spring & Supply Co., Wichita Falls, Texas, recently opened this branch store at 608 Pine Street, Abilene, Texas, to better service its trade area. The store is managed by Dick Naylor, Jr. Clyde Bassett is sales manager for Auto Spring & Supply. Note the drivein for customer parking.

Motor & Electric Marks Its 18th Birthday

MOTOR & Electric Supply Co., Inc., Bowling Green, Ky., celebrated its 18th birthday on July 1

The firm, now one of the leading automotive wholesale outlets in the state, was founded by J. A. Bryant, president and general manager, with the opening of the Bowling Green store in 1932.

Since then seven other stores have been opened in western Kentucky. The second store opened was at Glasgow in 1933. Hopkinsville and Owensboro became sites for MESCO stores in 1935 and 1938. The four remaining outlets were opened in 1944 at Henderson, Madisonville, Eli-



zabethtown and Columbia. Recently, the Columbia store has been moved to Campbellsville.

"The present position of the company reflects its 18 years of growth and development, which has enabled it to bring to its customers and friends the best in automotive jobbing," said Advertising Manager David Bryant.

"We recently added Allen Electric testing equipment to our lines," reported O. L. "Pete" Garner, secretary-treasurer of Hayes & Hopson, Inc., Asheville, N. C. Harold Burch's boy, age 4, caught his first fish (a one-pound crappie). Elaborating, Don E. Sanders of Farmington Auto Supply Co., Farmington, Mo., said: "His eyes were out as long as the fish was. Too, as you would expect, he measures it for you with the full length of both arms when you ask him how big it was. Just like a salesman's son, eh?"

J. P. Gandy Machine Co., Jackson, Miss., has recently taken on Rusco brake lining.



For CHEVROLET and BUICK CARS

The new Val-Vin-Hed Silencer is today much in demand, It is easy to sell and profitable to handle — List Price, Chevrolet 82.75; Buick and G.M.C. 83.25 — 40% off list when you buy them by the dozen. Order from your jobber today.

Manufactured by

JOE L. ESTES COMPANY, WINDER, GA.



If you are not now selling Holfast Products it will pay you to see your Holfast jobber, today!

A. S. I. Show, Booths B-5 and B-7

HOLFAST RUBBER COMPANY Atlanta, Georgia

"Pete" Sawyer Plays Host To Anniston Partsmen Club

An unusual organization—unfound in existence—reached another milestone last month.

The members of the Anniston (Ala.) Auto Partsmen's Club held an outing at the country estate of P. J. "Pete" Sawyer, co-owner of East Alabama Auto Parts. The fact that the outing included barbecue, fishing, swimming and other outdoor sports wasn't the unusual feature. It's the fact that the club's membership includes owners and employees alike—automobile dealers and jobbers wholesaling and retailing parts.

The organization was created some months ago and at this latest meeting the following officers were elected: Joe Blue of Cain, Blue & Combs Electric Co., president; William C. "Hump" Campbell of Campbell Battery & Electric, vice-president, and R. J. "Jack" Walker of King-Tucker

Motor Co. (Lincoln-Mercury), secretary-treasurer.

"Jake" Lee of Anniston Auto Parts Co., a past officer of the group, explained that its creation had been beneficial in several ways. First, he said, it had enabled countermen to know more than just the voices of the people with whom their companies dealt. Often, he explained, countermen would know names, faces or voices but would not be able to tie all three together. The social aspects of the club have overcome this.

Then, too, the club has aided a charity — the Calhoun County Cancer Fund—which has given it more reason for existence than merely the self-interests of the members, he added. A third advantage, of course, has been the bringing together of employees and employers under non-business conditions.

Approximately 18 companies are represented in the club. Employers take turns in giving the monthly outings, which means that at present each employer stands to give an outing every 18 months.

Said Sawyer, who formerly was sales manager for Womwell Auto Parts Co., Lexington, Ky., and about a year ago became an Anniston jobber:

"There was a time when I thought every one of my competitors was a you-know-what. Through the years I have come to know better.

"A club like this one brings you together with other jobbers and with their employees and also with some of your customers. You learn a greater respect and get a better understanding of them through this club."

American Brakeblok Advances Three

GORDON A. Weller, Nicholas P. Miller and Hans M. Siverts have received new appointments in the replacement brake lining sales division at American Brakeblok Division of American Brake Shoe Co.

Weller, assistant manager of replacement sales since 1948, is now manager of replacement sales. He joined the American Brakeblok sales department in 1946. Siverts is now assistant manager of replacement sales, assuming Weller's former duties. He has served with the company as district representative in Ohio since 1946. Miller has been named chief service engineer. He joined the company in 1938, and assumed the duties of bus service engineer in 1945.

Stafford of Dallas Named By Durkee-Atwood

A PPOINTMENT of C. T. Stafford as sales manager of the jobber division was announced last month by the Durkee-Atwood Co. Minneapolis Minn.

Co., Minneapolis, Minn.

Stafford was formerly president of the Ted Stafford Co., Inc., Dallas, Texas, manufacturers' agent operating in the Southwest. This firm was the successor to the Stafford-Firmin-Watson Co. and the Stafford-Gross Co., originally established in 1940. Prior to that time, Stafford was general sales manager of the Trippe Manufacturing Co. of Chicago, where he started in the automotive business after several years as a practicing attorney in Chicago.

Hellwig Names Distributors

Hellwig Products Co., Inc., Glendale, Calif., manufacturer of overload springs and spring stabilizers, announces the appointment of the following distributors: McKay's, Inc., 1325 E. Douglas, Wichita, Kan., covering Kansas; Ross-Frazer Iron Co., 210 So. Fourth St., St. Joseph, Mo., covering northwestern Missouri, and Four States Auto Supply, 501 Virginia, Joplin, Mo., covering southwestern Missouri.

Hayes & Hopson Boosts Force

Ed Kuykendall has been added to the tire department of Hayes & Hopson, Inc., Asheville, N. C., and Bob Allison is now working for the delivery department. Jack Brown has been appointed outside salesman for the radio and appliance department.

R. H. McMillan, formerly shop foreman for Lawson Auto Parts, Birmingham, Ala., has become shop foreman for Model City Parts Co., Anniston, Ala., Manager W. E. Waddy announced.



D&M Products, Inc. | If your jobber cannot |

26 N. Raymand Avenue | supply you, we will |

Pasadena 1 - California | ship direct -- postpaid |





These shots were made at the recent painters' and body workers' "round-up" at Holston Auto Supply Co., Kingsport, Tenn. Shown in left-hand picture are (l. to r.): Morgan Foley of Porter-Ferguson, Bob Brown of Black & Decker, General Manager J. M. Nelson, J. Smitty Comer of Sherwin-Williams, Grant Roy of Swiss Laboratory, Bob Cherry of Binks, John James of Swiss and Harry Putnam of Minnesota Mining & Manufacturing. The clinic was held in the firm's new building which adjoins the main building and approximately doubles floor space, "The show was a great success and everyone concerned was well pleased with the attendance and interest," said E. J. Loggans, assistant manager. "Sales on refinishing materials definitely show the success of the affair."

Klier Assigns Territories To Wagner and Cates

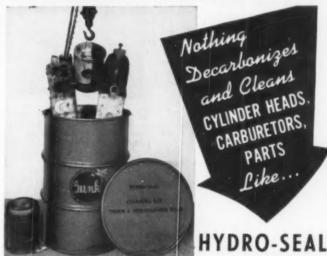
A. Wagner is now covering Alabama, Mississippi, Tennessee and the northwestern area of Georgia, including Atlanta, for G. W. Klier Co., Atlanta. He formerly covered Florida and Georgia south of Atlanta from headquarters at Atlantic Beach. Fla.

Hugh C. Cates of Savannah, Ga., has taken over the Florida and southern Georgia territory. He has worked this territory for more than 15 years, representing Gates Rubber Co.

David Cates also has joined Klier and will do missionary work in the eight southeastern states. He will headquarter in Atlanta.

Thomas J. Samples was presented with a fine, big baby boy by Mrs. Samples June 27, Don E. Sanders of Farmington Auto Supply Co., Farmington, Mo., reported. "Tom is well but still in the clouds. He will recover," Sanders added.

NO MORE CARBON SCRAPING



U. S. Pat. No. 2,107,288

NEW 60 GALLON SIZE

Cunk Hydro-Seal cylinder head and crankshaft cleaning kit. Large enough to take nearly all standard assemblies. Makes purchase of cleaning tanks unnecessary for many shops.

GUNK Dunk

\$85.00

with 50 gallens of Gunk H-S

REFUSE SUBSTITUTES

Without the Genuine GUNK fredemark, the product may be a cheep imitation. partly diluted, will not afferd the long life and corresive protection given by GUNK. Flatly refuse substitutes?

- Now! You can clean a cylinder head, crankshaft or block easily and completely bare metal clean . . . just as a carburetor comes bright out of a Gunk Hydro-Seal Bench Kit.
 Normal Service Life 1 year (U. S. Pat. 2,107,288)
- 3. Works hot or cold . . Self-Scouring . . Self-Emulsifying
- 4. Parts rinse bright automatically in seal
- 5. Safe cleaner for aluminum base alloys 6. Patented Performance and long life

LABOR SAVER . . . LIQUID TOOL

Cleans cylinder heads of carbon without scraping . . . cleans water side of cylinder heads of insulating algae, grease, sludge and scale—thus restoring original thermal efficiency built into engine by manufacturer.

SOLD BY BETTER JOBBERS EVERYWHERE WRITE FOR NAME OF NEAREST STOCKING JOBBER.





"Get It from Jobber" Aids Are Expanded

o further amplify and expand the industry-wide advertising and sales promotion campaign biult around the theme "Get It from Your Jobber," Auto-motive Advertisers Council announced new plans and material for the more than 1,350 U.S. and Canadiana subscribers to the pro-

Among the new items are a series of 14 three-color posters for point-of-sale use by jobbers; also neckties, book matches, newspaper ads, radio spots, shipping labels, mechanics' visor caps, pencils and a selected list of Christmas gift items, all featuring the program emblem.
As in all the 1950 regional

automotive shows, the "Get It from Your Jobber" trade-marked slogan will be used as the principal decorative motif for the 1950 A. S. I. Show, scheduled at Navy Pier, Chicago, December

Langham Appoints Four Southern Agents

Four representatives in the Southeast and Southwest have been appointed by The Langham Co., Inc., Montgomery, Ala., President Ed C. Langham announced last month.

Perryman Sales Co. of Dallas. Texas, will represent the line in Texas, New Mexico, Oklahoma. Arkansas, Louisiana and Memphis, Tenn. W. E. Cardinal of Montgomery, Ala., will cover Tennessee, Alabama and Mississippi. W. J. Hardigree of Winder, Ga., has the Georgia, Florida and South Carolina territory. R. C. Poindexter will cover Kentucky, Virginia, West Virginia and North Carolina from headquarters at Louisville, Ky.

Hershey Visits California

Maxim Hershey, senior partner in Maxim Hershey, Miami, Fla., sales representatives, next month will visit the firms in California he now represents.

Perryman Moves Offices

Offices of the Perryman Sales Co. of Dallas, Texas, are now at 1237 National City Building, J. R. "Jim" Perryman announced.

If you want to see a picture of a handsome boy, just ask "Smithy," partner in Motor Service & Supply, San Antonio, Texas, about his new son.

Typical of the meetings which United Motors Service held to pre-sent its 1950 Delco battery merchandising program to distributors was this one in Atlanta. More than 100 similar meetings were held in all parts of the country.

Texas Wholesalers Meet Oct. 20-21 at Dallas

N ANNOUNCEMENT by Execu-A tive Secretary D. A. Johnson last month fixed Dallas as the site for the annual meeting of the Automotive Wholesalers of Texas. The convention will be held Oct. 20-21 at the Adolphus

The information went to members on July 12, the date President T. C. "Buddy" Garrett of Dallas got out of bed for the first time in 70 days since an operation on his back. Garrett was reported in excellent spirits over the ability to leave his bed but he will not be back in harness until he has fully regained his strength and has "learned to walk" again.

Among the speakers for the meeting will be Dr. A. A. Smith, economist, who spoke at the 1949 meeting in San Antonio.

J. T. Davis of Corpus Christi is vice-president of the association, E. J. Neumeyer of Houston is secretary and M. N. Jacobs of San Antonio is treasurer.

Directors include: Harold F. Bean of Port Arthur, C. H. Cook of Dallas, G. C. Cross of Austin, Bob Flato of Corpus Christi, Leon Hodges of Paris, L. A. Jones of Big Spring, Carl King of Amarillo, Jack Owens of Tyler, John Patrick of Houston and Barton Wright of Fort Worth.

San Antonio Branch Opens

Truck Parts & Equipment, Inc., of Houston has opened a branch at San Antonio, Texas, under the name of Mills Brothers Truck & Equipment, Inc. The firm is situated at 4503 South Flores Street and will specialize in G. I. truck parts.

Business is good and collections fair, reported J. P. Gandy of J. P. Gandy Machine Co., Jackson, Miss., last month.

Auto-Lite batteries and ignition have been added by Curby Auto Supply Co., Ottawa, Kan.



Benning Marks Milestone In Years and Size

Benning Auto Parts of Columbus, Ga., last month celebrated its fourth anniversary by announcing its incorporation at \$100,000. When the company was founded it was capitalized at \$15,000.

The firm now has 12,000 square feet of floor space, including a modern machine shop. Two salesmen cover a 100-mile radius.

Benning Auto Parts was founded by Paul Adams and J. Gordon Young. Adams has been sole owner since 1948.

Danville Automotive Changes Location

Danville Automotive Supplies, Inc., Danville, Ky., moved recently to a larger building at 508 South 4th Street. The new building provides more floor space, better arrangement of stock and machine shop and more parking space, President W. D. Fant said.

F. T. Larson is secretary-treasurer of the firm.

"Fishing poor—too warm," Secretary-Treasurer O. L. "Pete" Garner of Hayes & Hopson, Inc., said last month. "The chamber of commerce will not allow us to use 'hot' in Asheville."

SPONTANE STEAM CLEANER

ALL MODELS
NOW PROTECTED
WITH A
5-YEAR
GUARANTEE

SPONTANE MFG. CO.

INCORPORATED

110 Pear Street, S. E. • Atlanta, Georgia

Southern Bearings Names Hamby Vice-President

H. Hamby is now vicepresident in charge of the Automotive Division of Southern Bearings & Parts Co., Charlotte, N. C., President Clarence E. Beeson announced.

A native of Georgia, Hamby became associated with the com-



Mr. Hamby

pany in 1924. In 1936 he was appointed sales manager of the Automotive Division and in 1949 he was advanced to manager of the division.

He was secretary and treasurer of the Virginias-Carolinas Automotive Wholesalers Association in 1940-41 and president in 1941-42

Beard & Stone Breaks Ground at Dallas

GROUND has been broken for the new home of Beard & Stone Electric Co. at Live Oak and St. Joseph Streets, Dallas, Texas. The building will cover almost the southwestern quarter of an eight-acre tract.

The structure will cost more than \$300,000, it was estimated. It will be on two levels, with the main store offices and warehouse on the upper level and the service floor on the lower level.

The sales room will contain about 2,500 square feet, the general offices 9,800, the wholesale automotive warehouse 34,000 and the service floor 25,800.

Lon Wymond, who formerly owned a service station, has taken over the southern territory for Cornelius Motor Supply, Inc., Pampa, Texas. He succeeds John C. Schwind, who went into the jobbing business for himself.





Richlite DUAL ROCKET EXHAUST DEFLECTOR

No. 1 on Our Hit Parade of Fast Selling Automotive Accessories!

Here it is! A new and sensational Dual Rocket design Exhaust Deflector . . . gives all cars a smart distinctive look with a new and thrilling "exhaust tone." Order now for immediate delivery.

The Richlite Dual Rocket is sturdily built to last the life of the car. Has a universal clamp to fit all cars and is easily attached with two bolts and nuts furnished. Tubes are made of heavy gauge wall tubing and triple plated with copper, nickel and chrome. Beautifully packaged in attractive red box. Length 934"

Richlite MANUFACTURING

2326 INDIANA AVENUE CHICAGO 16, ILLINOIS

THE NEW TILLIS.

MEDIUM PRICED CRANK-SHAFT POLISHER OFFERS YOU MORE ADVANTAGES AT LOWER COST



MANUALLY OPERATED TO GRINDER LOW IN PRICE . . . HIGH IN QUALITY.
THE SUPER-SMOOTH SURFACE PRODUCED BY THIS MACHINE SATISFY THE MOST EXACTING MICROSCOPIC IN-SPECTION.

NOT LIMITED TO SMALL AUTOMOTIVE CRANKSHAFTS FULLY GUARANTEED
WRITE TODAY FOR FULL DETAILS AND LITERATURE

TILLIS MANUFACTURING CO.

P. O. BOX 59

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TRAINING..._

makes the men who "KNOW HOW"!

PRACTICAL SHOP TRAINING in AUTOMOTIVE MECHANICS AUTO BODY & FENDER REBUILDING

For full details and catalog SAJ11 write, wire or phone CYpress 8616

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254 IVY ST. N.E., ATLANTA, GA.

Member: Southern Association of Private Trade Schools

VETERANE ASK ABOUT GI TRAINING __

FACTS!

1. In this issue over 300 advertisers are placing their announcements before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states. The 28,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cites. 3. This is very important to advertisers, jobbers and distribu-tors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal ATLANTA, GEORGIA



Readers will get a Bonus. .

November Annual Show Issue of SOUTHERN AUTOMOTIVE JOURNAL

The annual Automotive Industries Show Issue of SOUTHERN AUTOMOTIVE JOURNAL will contain full advance information on the 1950 A.S.I. Show. A preview of many of the new products to be exhibited at the Show, illustrated, if possible. Practical examples of new and proven methods for specific services will be discussed. New merchandising ideas and actual examples that have proven successful in the South will be presented to show how other Southern Retailers have increased their business.

The Show Issue will reach its readers well in advance of their leaving for Chicago. It will be read by all branches of the Southern and Southwestern industry, including practically all jobbers and distributors and also the majority of leading car dealers, garages, fleets and service stations from Texas to Maryland.

Renew your subscription NOW!

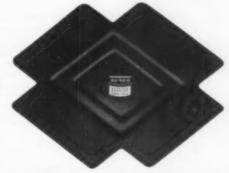
SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N.E.

Atlanta 5, Ga.

GREAT NEW MEANS GREAT BUSINESS

PATCH NEW



BUXCO "PERMA-PATCH" puts profits in your pockets

The new Buxco "Perma-Patch" already has the trade atalkin' for this great new patch has what customers need and want—a really tough, smooth-riding repair job. Has what jobbers want and need, too—a great talent for selling!

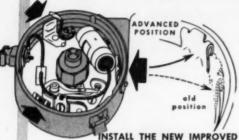


Clearly labelled, easily used, Buxco's "Perma-Patch" is flexible at any speed, strong by any standard: multi-cord construction makes repair as strong as tire itself. Because it was designed with your sales in mind, Buxco's "Perma-Patch" is a great money-maker for you.

<u>Write at once</u> for your copy of the new 1950 catalog of Buxco profit-making tire patches, CORD MATS, contour mats, utility mats, etc.







Simplified REPLACEMENT DISTRIBUTOR PLATES

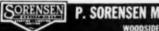
ADVANCED POSITION PRINCIPLE RESTORES ORIGINAL EFFICIENCY

For 6 and 8 cylinder Delce Romy moveble distributor plates used on Buick, Oldsmobile and Pontiac

Scrensen "Advanced Position" replacement plate restores distributor to Soremen Automoted resiston reprocement puter terrores assistanter to its original efficiency. No special tools or parts needed. Suspension brackets advanced to unwern erse of original ball track. Now, all component parts function as originally intended. You save time and effort and

insure customer satisfaction. . . . Easy to Install . No Regraeving . No Refinishing

Order from your Jobber Today or Write for Catalog Sheet



50#

P. SORENSEN MFG. CO., INC. WOODSIDE, N.Y.

The Complete Line . . . that Completely Satisfies

GREASE RETAINERS

OIL SEALS



Since 1906 FITZGERALD MANUFACTURING COMPANY TORRINGTON, CONNECTICUT



THE INSIDE STORY

of more profits for you!



WRITE FOR CATALOG AND PRICES

BOETTGER TOOL & DIE COMPANY

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The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to Index correctly. No allowance will be made for errors or failure to insert.

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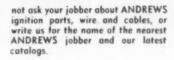
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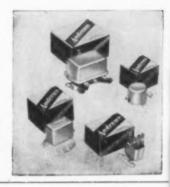
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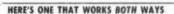
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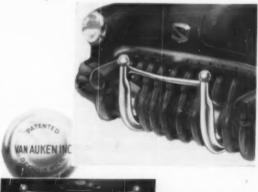


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